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"FLOWER SEEDS FOR FLORISTS"

BALL
CALENDULA
Originated by us in 1912

Geo Ball
INC.

WEST CHICAGO, ILL.
U. S. A.

Catalog No. 25

Our House of
BALL CALENDULA
Xmas '33

July-Dec. 1934

BUSINESS IS BETTER

HOW much better it will be for us next winter depends on how completely prepared we are to care for it. It has been a long hard pull that has destroyed some greenhouses and left others unprepared. We firmly believe that the years right ahead of us will well repay the grower with interest and ability, not only in producing good stock but particularly in choosing improved varieties. Through our experience as growers and our close contacts in Europe and America, we are in position to be of assistance in selecting the better stock. We want to be of service in the interest of better crops, and we thank you very much for your past business and encouragement.

Geo. J. Ball.
President,
GEO. J. BALL, INC.

BUSINESS TERMS

ALL ITEMS in this catalog are offered subject to crop shortages or failures.

ADVANCE ORDERS are subject to pro rata delivery in case of crop shortages.

PRICES in this catalog are subject to change without notice.

CASH DISCOUNTS. When remittance is enclosed with order, we allow a cash discount of 5% on all orders up to \$25.00. On this amount or over, 8% cash discount is allowed. This does not apply to Cyclamen seed; prices on this being net.

IF UNKNOWN TO US, or if overdue accounts are standing (60 days), cash must be enclosed with order, unless other arrangements are agreed upon.

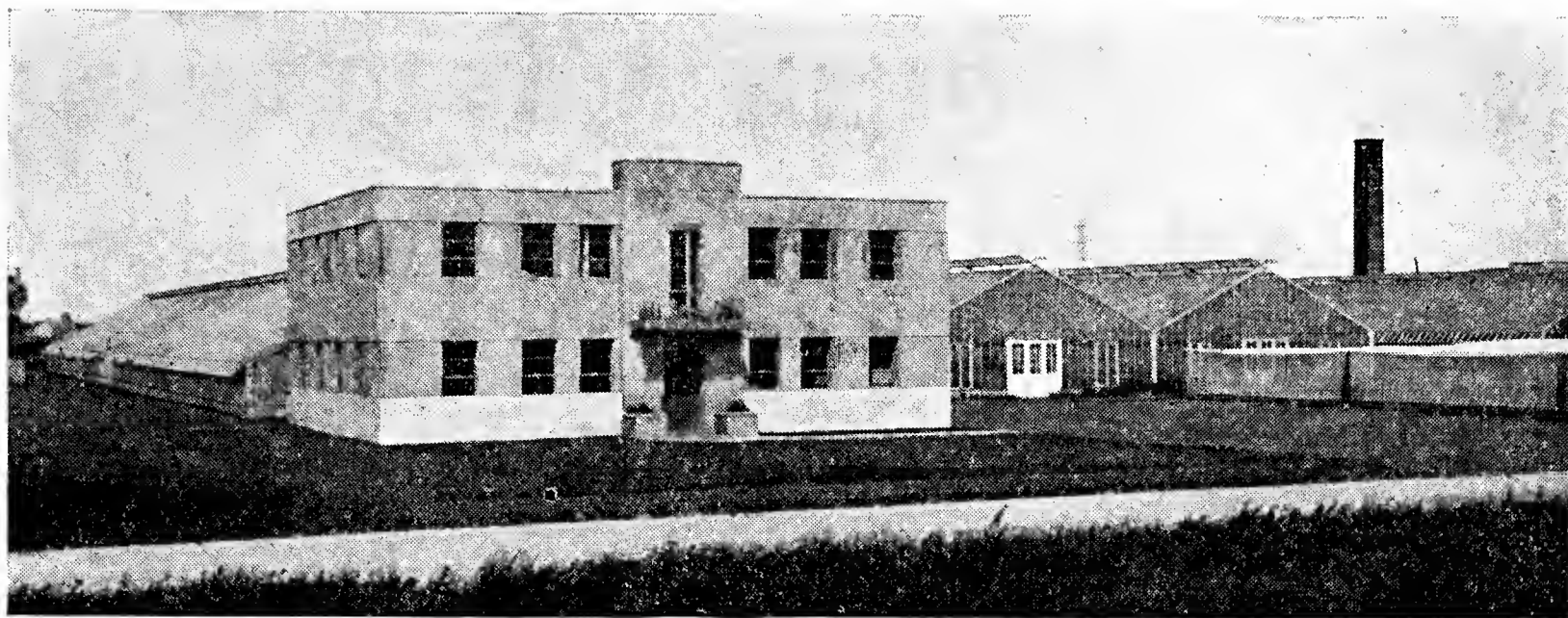
SMALL ORDERS are welcomed gladly and receive prompt and careful attention. In return we suggest cash be enclosed to cover the proportionately greater cost of handling.

WE PAY POSTAGE AND INSURANCE on all orders at prices quoted in this catalog. This simplifies figuring the cost of your order.

DISCLAIMER. We, Geo. J. Ball, Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If the purchaser does not accept the seeds on these terms they are at once to be returned, and the money paid for same will be refunded.

PLEASE NOTE. Our seed cannot be bought from dealers or agents **except in our printed packets or containers.** Avoid uncertainty and possible disappointment on this point by ordering direct from this catalog or through our authorized agents.

ALL ORDERS SENT US DIRECT are back in the mail the day received.



New home of our seed business at West Chicago, Illinois, with our modern greenhouse plant in the background and cloth houses on right. This building is of concrete and steel throughout with every modern facility for properly caring for our seed business, including air conditioning. It carries out our determination to spare no cost in efficiently serving your seed business, including our well known policy of "getting every order back in the mail the day it is received."

OUR SPECIALTIES

BALL STOCKS (Non-branching).

Through extensive single plant selection methods, we have improved four good colors in this class to a high state of non-lateral habit. Others are coming on. In their improved form this is a highly valuable class of Stocks. As promptly as other good colors, from any source, are put into true non-branching form you can depend on us for them. We devote a large area of our glass to the improvement of these Stocks.

BALL CALENDULA.

Originated and introduced by us 12 years ago, this fine long-stemmed class set up an unapproachably fine standard, adding real cut flower value to your mid-winter crops.

WINTER PEAS.

We devote much of our glass to this crop for cut flowers. This gives us first hand experience and information on the choicest varieties and you will find this information reflected in our list of 12 best varieties.

WINTER SNAPDRAGONS.

We realize the need of true to color strains of this crop and to assure this we produce our own seed in our greenhouses or supply from others produced in this way. Growing under glass does not assure 100% true to color strains, but we well know that it is far better than ordinary field grown seed.

CINERARIAS.

As these lines are written we have trials in flower of Cinerarias in all types and from all responsible growers. This enables us to know what we offer and to supply you with the best to be had in this very valuable pot plant.

PETUNIAS.

Summer visitors to our plant at West Chicago will find a very complete line of Petunia trials. Through regular trips to European and California growers we keep in direct touch with recent developments. We are as sure as we can be that finer strains of Petunias than we furnish are not available from any source.

ASTERS.

Our business was started by a fine crop of Asters 30 years ago. Every season since, we have worked on them. At present we are largely interested in the development of stem rot resistant strains and we invite you to inspect this work during the summer at West Chicago.

MISCELLANEOUS "FLOWER SEEDS FOR FLORISTS."

Our selections in this line embrace "All the best and nothing else."



"FLOWER SEEDS FOR FLORISTS"

BALL STOCKS

NON-BRANCHING

LONG graceful stems and flower spikes with extra large flowers — a week to ten days earlier flowering than even the Branching Bismarcks, these are strong points for Ball Non-branching Stocks. It is these points that are responsible for their increasing favor. Also, our records clearly show that they will net more profit than will snapdragons.

Non-branching Stocks came to us from Germany years ago in a rather unfinished state and this explains their lack of earlier approval. Some colors offered today continue more or less branching with flowers poorly spaced. We early recognized their possibilities and started single plant selection work on them. The five varieties we offer on the following page are the result of this work. We are devoting much greenhouse space to increasing the proportion of doubles in these varieties as well as trueing up the non-branching habit of others. Besides our own work with this class we are very closely watching developments among other growers. When other good varieties or colors become available in dependably non-branching form, be assured that we will offer them to you but not before.

We strongly urge the use of this Non-branching class of Stocks, particularly by market growers, and we feel equally sure that no retail grower should be without some of them.



Medal Awarded "Ball Stocks"
S. A. F. National Show, 1931



BALL STOCKS

NON-BRANCHING

THE following varieties are the only ones we are familiar with that are dependably non-branching and of good cut flower colors. We are working on other colors and expect to have one or two additional ones to offer next season.

LILAC-LAVENDER.

The leading market color, a rich clear live lavender, long-stemmed, producing a high proportion of double flowers, our strain averaging 70% to 72%. The percentage of non-branching is fully 99%.

CHAMOIS PINK.

Apricot or chamois pink. A highly attractive and valuable cut flower color, particularly under artificial light. Of more compact habit than Lilac-lavender, and ten days earlier flowering. A first-class commercial color that should not be missed. Our present season's stock is up to about 60% double. **Available in trade packets only.** The past season our strain of Chamois Pink sold out early; we depended on the stock of a California grower that we were assured was up to 60% double. We much regret that our trial check of this showed it down to 20% double. If you received any of this stock we regret it.

BALL WHITE.

An extra long stiff-stemmed white faintly tinged rose. Easily used for a clear white. This variety continues to produce one to two weak breaks from about the base of the long flower spikes. These breaks are easily rubbed out and should be before they lengthen. A high class commercial variety, with long heavy flower spikes. Produces about 60% doubles.

BALL DWARF WHITE.

Identical with Ball White except that it is not nearly so tall but stems are long enough for cutting, especially if grown on ground beds. Produces about 65% doubles. **Seed limited 1/2 trade packets only.**

RUBY.

Rich crimson-red. Long-stemmed. strictly non-branching and produces around 65% doubles. Some of this strong color is called for in any cut flower market. This variety is practically identical in color with Illusion.

Prices on each of the above separate colors: 1/2 Tr. Pkt. 50c; Tr. Pkt. 1000 seeds \$1.00; 1/4 oz. \$2.75; 1/2 oz. \$5.00; 1 oz. \$9.00.

BALL STOCKS MIXTURE.

A combination of the above colors proportioned as required for most cut flower work. **Price: Tr. Pkt. 75c; 1/4 oz. \$2.25; 1 oz. \$8.00.**

Note: Our supply of Non-branching Stocks will not be ready for shipment until late July. All orders accepted subject to crop shortage.



BRANCHING STOCKS

EVERY retail grower finds some branching stocks necessary because of the greater number of short-stemmed flowers produced. For such flowers they should be spaced about 6 x 6 inches. A good plan is to permit the center stem to grow up and flower disbudding it down about half way. After this first flower is cut out plenty breaks will push up from the lower eyes. Also when spaced this way they can be topped at a height of 6 - 8 in. This results in a uniform development of medium long-stemmed flowers. Another plan largely used by market growers is to space closely as recommended for non-branching stocks. This draws the stems up with results similar to the non-branching kind. The rich and varied array of colors available in this class gives them outstanding value.

The colors we find best for cut flower purposes are starred*.

IMPROVED BISMARCKS

The Improved Bismarck class is generally preferred in Branching Stocks because of earliness and high percentage of doubles.

- *Rose. Fine standard color.
- Flesh. Delicate shade of pink.
- *Lavender. A standard color.
- *Chamois. Choice market color.
- *Golden Ball. Clear Ivory-yellow.
- *White, Early. Clear white.
- Apple Blossom. Light pink.
- *Lilac. Lilac-lavender.
- Blood Red.

	Tr. Pkt.	1/4 oz.	1 oz.
Prices, Each.....	\$.35	\$1.00	\$3.00
Mixed, all colors.....	.25	.60	2.25

- Elks Pride. Rich deep purple.
- Antique Copper. Fine copper-red.
- Golden Rose. Light rose.
- Buttercup. Deep yellow, strong growth.
- Shasta. New giant white. Described as much taller and longer-stemmed than Imperial White.

	Tr. Pkt.	1/4 oz.	1 oz.
Prices, Each.....	\$.40	\$1.00	\$3.50
*Santa Maria. A giant new pure white; long-stemmed habit and good percentage of doubles. Tr. Pkt., 25c, 1/4 oz., \$1.00, 1 oz., \$3.75.			

PERPETUAL BRANCHING

(Giant Perfection)

- *Rose. A clear even shade.
- Sapphire. Violet or dark lavender.
- *May Queen. Lavender or pale blue.
- Snowdrift. Fine clear white.
- Princess Alice. Early White.
- La France. Blush, nearly white.
- *Heatham Beauty. Terra cotta rose, very fine.
- *Empress Augusta Victoria. Silver-lilac and very fine.
- Blood Red. Not a standard market color.
- Dark Blue.
- Light Blue.

	Tr. Pkt.	1/4 oz.	1 oz.
Prices, Each.....	\$.25	\$.65	\$2.25
Mixed, all colors.....	.25	.50	1.75

BEAUTY OF NICE

- Mont Blanc. Clear, extra early white.
- Monte Carlo. Rich canary-yellow.
- *Aurora. Golden buff, fine.
- Belle de Naples. Rich old rose.
- Salmon King. Strong salmon-rose.
- Beauty of Nice. Flesh-pink.
- *Cote D'Azure. Light or lavender-blue.
- Summer Night. Early purple.
- Carmin Rose. (Abundance).
- Blood Red.
- Sou. de Monaco. Best crimson, late.
- American Beauty. Deep rose.
- *Queen Alexandra. Rosy lilac, fine.

	Tr. Pkt.	1/4 oz.	1 oz.
Prices, Each.....	\$.25	\$.65	\$2.25
Mixed, all colors.....	.25	.50	1.75

TEN WEEKS

This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

- Blood Red. Canary Yellow. Purple. Deep Rose.
- Lavender. Carmine Pink. White.

	Tr. Pkt.	1/4 oz.	1 oz.
Prices, Each.....	\$.25	\$.75	\$2.25
Mixed, all colors.....	.25	.50	1.75

SNOWFLAKE—Wallflower Leaved. Dark green foliage that contrasts effectively with the pure white flowers, 12 inches and valuable as a pot plant. Tr. Pkt., 35c, 1/4 oz., \$1.50.

GROWING GOOD STOCKS



It is necessary that you use well enriched clean soil. If fresh or used, we find it pays us well to saturate it with hot water before using; also, well decayed manure should be mixed freely with such soil for stocks or any other crop and this should be done at least 3 to 4 months before using it. Manure seems necessary to unlock the fertility in fresh soil. In our latitude the earliest sowing is safely made August 1. If sown earlier there is some danger in any Ten Week Stocks of coming blind, producing a heavy growth of leaves only. To avoid the same result in the spring, our latest sowing is made February 20. Sowings can be made any time between these dates; our rule is to sow a trade packet to a flat, doing so about a month before the bed in which they are to be grown is ready for them. We do not recommend potting young Stocks because of the danger of checking their growth through becoming pot bound or allowing them to dry out excessively. It is much better to transplant but once — from the seed to the flowering bed.

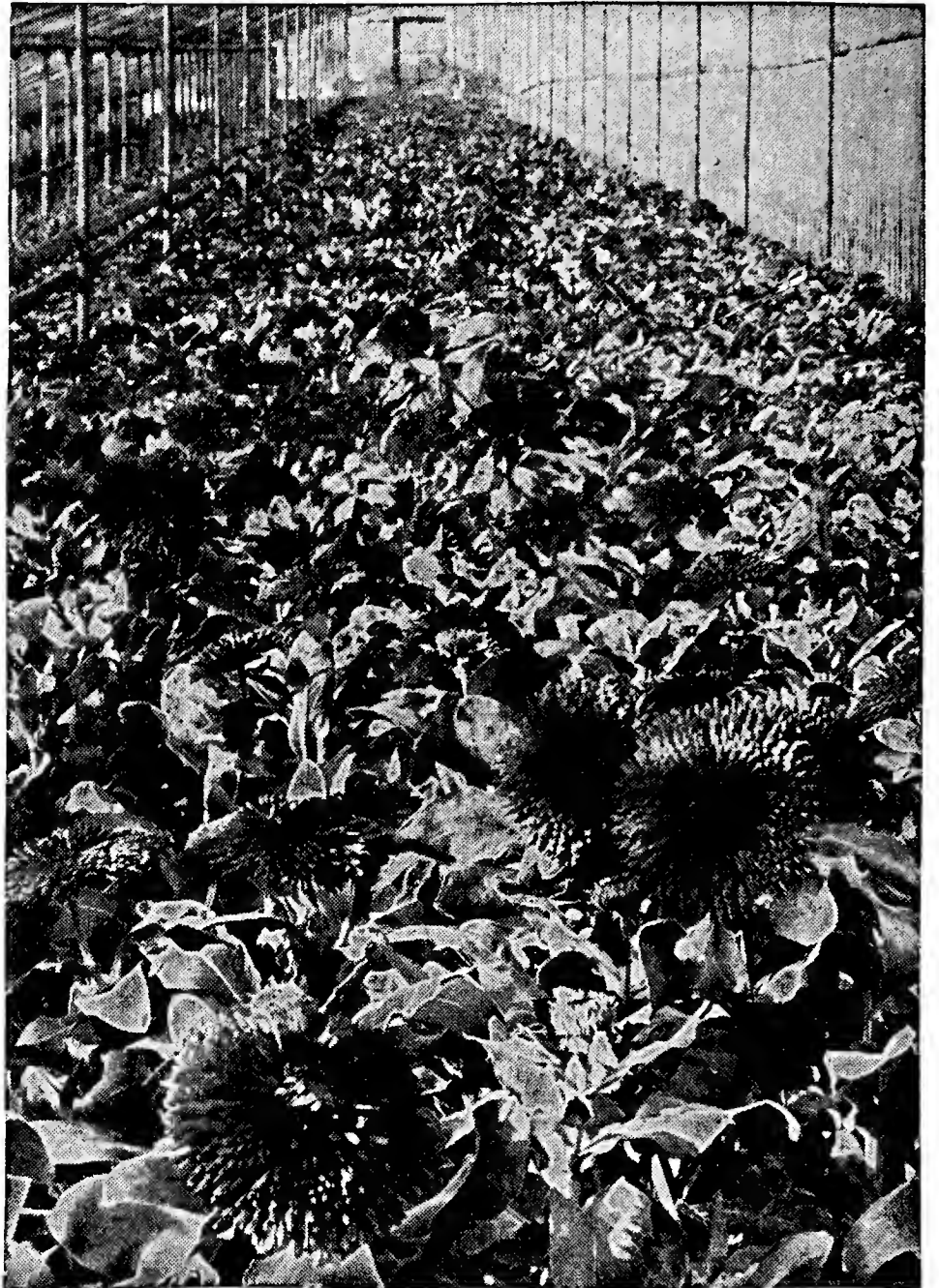
The mid-winter crop is grown to best advantage on raised beds; on deep ground beds, during dark winter months, the growth becomes soft and the flowers inclined to wilt after being cut. This can be largely overcome by running them cold, 40 – 45° nights and ventilating whenever possible. Normally we grow them 48 to 50° nights, 10 to 15° higher during the day.

A sowing made not later than August 1 and grown on a raised bed can be flowered for Christmas by exposing them to electric lights four hours a night, beginning late in October. This plan will net a good profit. The early sowing must have at least two tiers of wire and string supports. The lot started in February ordinarily flowers around June 1 and is supported with two sets of supports. You can increase the proportion of doubles by removing the weakest seedlings. This we do when 3 to 4 inches high in the flowering bed. It has been definitely proven that the weakest seedlings are most inclined to come single. If further detail on the culturing of stocks is wanted, consult your "Ball Red Book."

BALL CALENDULA

DURING the depth of winter when the color in most flowers is weakest, that of Calendula is as cheerful and bright as ever. It is this rich warm coloring and ease of growth in a cool temperature that makes them so indispensable throughout mid-winter. We are proud of these Calendula for we originated and introduced all of them. We continue to be as much interested in their improvement as we were in originating them. The seed we offer you of these Calendula is from stock seed we develop in our greenhouses and we feel very sure that the seed we supply you is as good as is available.

CULTURE. For a full Christmas crop such as is pictured on the front page of this catalog, sow August 1. We prefer doing this in an outdoor frame that we cover with aster cloth to prevent the same "yellows" that infects asters. You can do the watering right thru this cloth. Around September 1 we transplant the seedlings into the flowering beds 12x12 in. We also make a sowing September 1 that is used to follow early shaded mums. This gets in full crop in January, which is usually a good month. As market growers we never could make much out of a spring crop of Calendula, but a retail grower should get in some after mums for spring cutting. Less than 1% of Ball Calendula come single under favorable conditions. These conditions are: well enriched deep soil, cool temperature and free ventilation. Any check or weakening of the plant brings on single flowers. It is a jar to any plant to cut a heavy crop from it. For this reason singles show up some in Calendula as the crop becomes cut down. After the early planting is cut down, the old plants will break out freely again and produce a good spring crop. Should you be interested in further details on this crop refer to our Ball Red Book. Perhaps you have one. If not, it is postpaid for 20c. It is issued annually and covers the practical cultural details of your every day crops.



House of Well Grown Ball Gold Calendula.

"FLOWER SEEDS FOR FLORISTS"



BALL CALENDULA

PLEASE NOTE:

Our original stock of Ball Calendula is sold by us **ONLY** in our sealed packets.

Ball's Masterpiece. Full deep orange with brown center. Extra long-stemmed and vigorous growth.

Ball's Long Orange. The standard long-stemmed orange with light center.

Ball's Gold. Extra long-stemmed golden yellow. Large and richly colored with a light center.

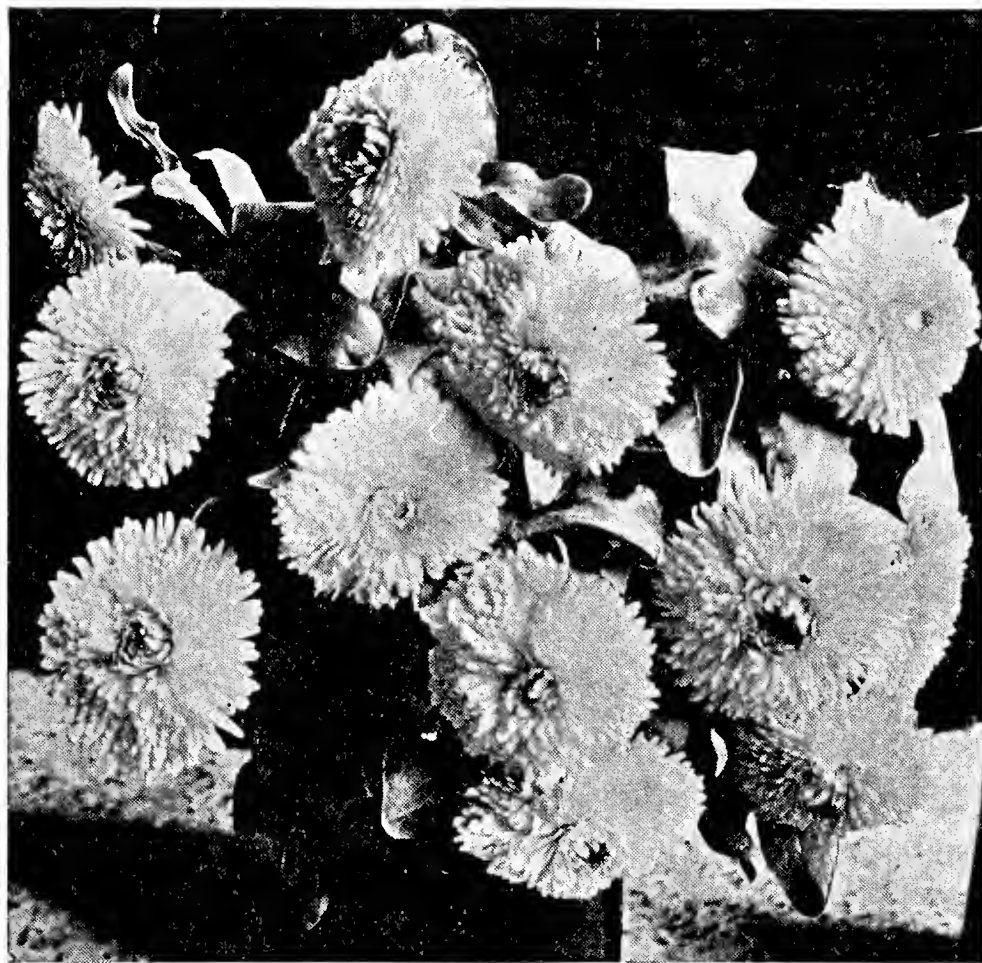
Ball's Lemon Queen. Medium deep yellow with an attractive dark brown center.

Ball's Sensation. Long-stemmed orange with light center. The preferred orange with some growers.

Ball's Supreme. Light shade of orange with a richly contrasting brown center. Not extra long-stemmed or large, but freer-flowering than any of the above.

Ball's Apricot. Rich apricot or straw-colored with a finely contrasting brown center. Same habit as "Supreme" from which it is a selection. Some of this should be grown for the variety it affords.

Prices on each of the above Ball Calendula: Tr. Pkt., 50c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50; 2 oz., \$4.00; 4 oz., \$7.00.



Ball Lemon Queen (Dark Center).

Ball Calendula Mixture. A mixture of all the above. Contains a large proportion of orange colors and is intended for the retail grower whose planting is limited.

Tr. Pkt., 40c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.75.

Note: Unit price on weight lots will apply to two or more varieties of above Ball Calendula on same order. For instance, on $\frac{1}{4}$ oz. each of 4 varieties, instead of 75c each, or a total of \$3.00, the ounce rate of \$2.50 will be accepted.

ORDINARY CALENDULA

Sunshine. The new English variety is a loose petalled bright yellow, not double enough for cut flowers, long-stemmed and of some value for outdoor work.

Pastel Shades Mixture. Very choice. On light side for color, compact habit. Just what you want for a bedding mixture of gay colors.

Radio. Bright orange with quilled petal effect when fully developed. Not long enough stemmed for cutting, but fine for bedding.

Radio Golden Beam. A clear yellow Radio.

Orange King. Dark centered orange of compact growth and valuable for bedding only.

Lemon Queen. Light or lemon yellow. For outdoor work only.

PRICES ON EACH OF THE ABOVE: Tr. Pkt., 25c; 1 oz., 75c; 2 oz., \$1.25.

WINTER PEA EXPERIMENTS

LAST summer we carried out extensive experiments to determine the best method of treating our soil for growing winter peas. Among the sterilizing trials both steam and drenching with hot water were used with both old and fresh soil. We were surprised to note the best results with old soil thoroughly saturated with hot water. This was piped direct from blow-off of our steam boiler. There was no root rot at all in the hot water treated beds; infection of this rot in adjoining beds was clearly evidenced by lack of vigor or free growth that characterizes any disturbance at the roots. This question is complicated some by the fact that most soils differ but in our experience we have repeatedly noted, with various crops, the value of hot water treatment for soils.

Another result of these experiments demonstrated that peas in active full growth will stand more water in the lower soil than we have been accustomed to use.

The freer growth that follows will drop buds some, but the total results from such growth greatly exceeds that from vines unnecessarily hardened to prevent bud drop. But here again conditions differ. Some clay soils seem to hold water all winter and to add it freely will soon run the vines without flowers to the roof. It seems clear that under our conditions the lower soil to a depth of 18-24 in. should be kept wet enough to accumulate water when a hole is dug into it.

About planting dates, if sown in our latitude early in July we get a nice crop beginning late in September, but care is necessary to get them through so much hot weather. The soil must be neither too dry nor wet and a fairly heavy shade maintained. A safer sowing date is August 1. This leaves these cool temperature plants but 6 weeks of hot weather to endure and they enter the winter in better shape. In sowing seed during summer do so in fairly moist soil, about an inch deep and apply no water until well up. The combination of high, or low temperature and wet soil encourages rot that destroys perfectly sound seed. We found that formaldehyde or semesan mixed with soil gave a 100% stand of peas while in the same soil without treatment the seed rotted nearly 100%. However, we find its use unnecessary in well drained fresh soil, if no water is applied until after the seed is well germinated.



We lost the name of the grower who sent in this striking photo.

THE
SEASON'S

12 BEST STANDARD VARIETIES

of Winter Peas



GOLD MEDAL AWARDED OUR
"BALL ORANGE" WINTER SWEET
PEA. ALL ORANGE VARIETIES
BURN BADLY OUTDOORS.

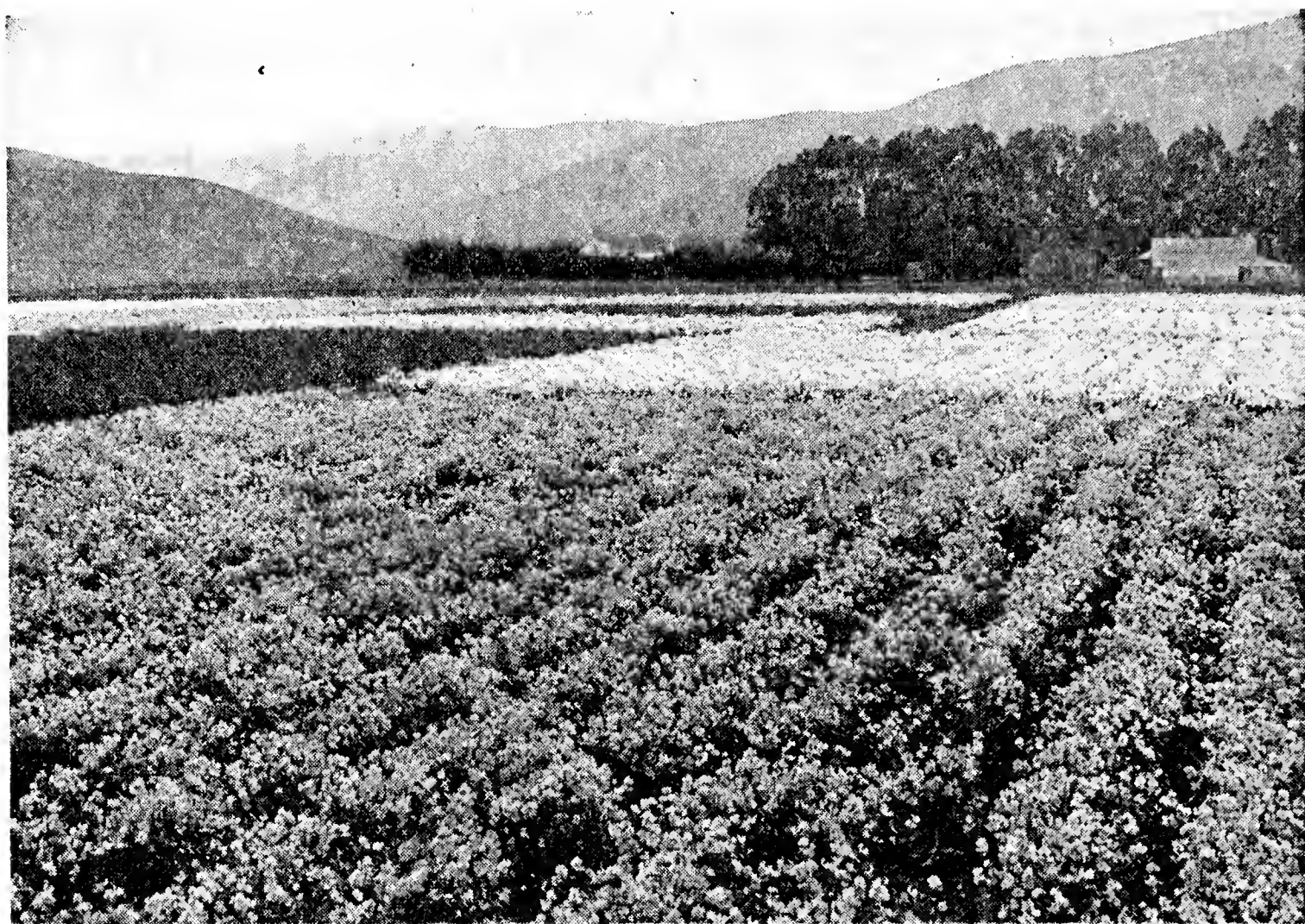
VARIETIES and demands differ everywhere, but the following will be found the most valuable in any good cut flower business. They represent the best in standard and new varieties.

	1/2 oz.	1 oz.	4 oz.	1 lb.
Ball Rose Improved. Rich even deep rose-pink. The finest variety in this color class, of extra strong growth and free flowering habit. During long periods of cloudy winter weather the flowers sometimes fail to open well; this is partly overcome by increasing the temperature a few degrees.	\$.30	\$.50	\$ 1.50	\$ 5.00
Laddie. Bright, clear, extra large rose; vigorous growth and long-stemmed.25	.40	1.40	4.50
Jeanne Mamitsch. Not so large flowered as Laddie, but long-stemmed, free flowering and of heavy growth.25	.40	1.40	4.50
Majestic Rose. Bright rose, slightly deeper than either of above two. Long-stemmed and free flowering.25	.50	1.50	5.50
Harmony. Continues to be a fine standard lavender; slightly shaded rose.25	.40	1.40	4.50
Fragrance. Clear even lavender without the shading found in Harmony: For our own use we prefer Harmony for mid-winter and Fragrance for spring flowering. We recommend this selection because of the brighter effect for winter of the shading in Harmony.30	.50	1.50	5.50
Ball's Blue. Bright mid-blue. Extra free flowering habit and fairly long-stemmed. We find this the most profitable blue.25	.40	1.40	4.50
Mrs. Hoover. Clearly improves Blue Bird in being a brighter blue. Extra long-stemmed, strong growth and free flowering.25	.40	1.40	4.50
Hope. The best standard black-seeded white. Fine for size, long stems and growth.25	.45	1.50	5.00
Ball Orange. The best clear, deep orange. Like all varieties in this color stems are not long. Growth medium tall and free flowering. Awarded Gold Medal by the Society of American Florists.30	.50	1.50	5.00
Prosperity. Soft glowing rose color with light cream shading; extra large flowers and long-stemmed. Highly attractive, particularly for spring flowering.40	.75	2.75	10.00
Early Attraction. (new). Deep sparkling rose and salmon combination. We like this particularly for spring flowering. Belongs to the long-stemmed, large-flowering class40	.75	2.75	10.00

Eileen. (new). Introducer's description—"A rich Begonia Rose, changing under certain lights to a dazzling cerise. This two-tone effect gives it brilliancy of exotic splendour never before attained in a Sweet Pea. The flowers are very large, beautifully ruffled and waved and well placed on long stout stems. The plants are strong and vigorous." We have had this new variety on trial the past two seasons and find it a deeper and more attractive Prosperity, holding its color well during winter, and it is highly attractive under spring conditions.
1/2 oz., 75c; 1 oz., \$1.25; 4 oz., \$4.00; 1 lb., \$15.00



"FLOWER SEEDS FOR FLORISTS"



A field of our early, or winter-flowering sweet peas. Our Ball Rose Improved is shown in the foreground, White Harmony in the back and our Ball Orange, the most vivid of all orange peas, is shown on the left. These fields, as well as our crops under glass, are under our close, personal supervision and we are very sure that more carefully rogued and handled seed cannot be had from any source.

WINTER PEAS — Standard Varieties

WE HAVE been specializing in winter peas for 25 years. For your interest in selecting varieties we have tried to describe them as correctly as possible. We have also tried to make prices as fair as possible. You might be able to save a few cents by using certain other lists, but as every experienced grower knows, this usually does not pay in the end.

The Following List Is Uniformly Priced At:

1/2 oz., 25c; 1 oz., 40c; 4 oz., \$1.40; 1 lb., \$4.50; 2 lbs. for \$8.50.

AND — Please note we prepay postage and insurance.

For the 12 best varieties turn to preceding page.

PINK SHADES

Ball Rose. The finest rich deep rose.
Ball Rose Queen. Extra long-stemmed rose-pink.
Columbia. Pink and white bicolor.
Fascination. Attractive cream-pink.
Giant Rose. Well named.
Louise Gude. Bright rose; medium size.
Mrs. Calvin Coolidge. Salmon-pink.
Mrs. Holscher. Very good rose-pink.
Pink Cherokee. Cream-pink.
Pink Profusion. Rose-pink.
Superior Pink. Deep rose; Ball Rose is superior.
Spring song. Large, rich salmon-pink.
Zvolanek's Rose. Laddie is much better.

LAVENDER

Heather Bell. Rosy lavender.
Lavanda. Clear lavender.
Lavender King. Harmony is better.
Michigan. Large lavender.
Vogue. Lavender with blue shading.

BLUE

Blue Bird. Mrs. Hoover is better.
Blue Bonnet. Deep clear blue.
Eleanor Blue. Light blue. Should not be used for mid-winter.
Indigo Blue. Dark shade.
Mrs. Harding. Silvery blue.

WINTER PEAS — Standard Varieties (Continued)

WHITE

White Harmony. Very fine white.
Snowstorm. Prefer black-seeded kind.

SCARLET AND CERISE

Bright Light. Vivid orange-scarlet.
Aurora. Orange-scarlet striped.
Glitters. Pride much better.
Gorgeous. Cerise.
Grenadier. Poppy-scarlet.
Maroon Prince. Dark maroon.
Miss Spokane. Bright red.
Pride. Long-stemmed deep Cerise.
Red Bird. Crimson-red.
Sunray. Light cerise.
Vulcan. Prefer Bright Light.

ORANGE AND SALMON

Apollo. Salmon-cerise, long-stemmed.
Burpee's Orange. Lighter shade.
Eldorado. Light orange.
Flamingo. Orange-salmon.
Mrs. Kerr. Salmon.
Torch. Salmon-orange.
Valencia. A good orange.

MISCELLANEOUS

American Beauty. Rich crimson rose.
Amethyst. Rich bright purple.
Cattleya. Attractive rosy lilac.
Chevalier. Dark rose.
Harlequin. Bicolor chocolate.
Mauve Beauty. Rosy mauve.
Meadow Lark. Cream.
Oriental. Black-seeded cream.

"All the Best Mixture." Priced at: 1/2 oz., 20c; 1 oz., 35c; 4 oz., \$1.10; 1 lb., \$4.00.

LATE OR SUMMER FLOWERING PEAS

IN SECTIONS not open to extreme winter temperatures this class of peas should be sown late enough in the fall to prevent germinating. This gives them the earliest possible start in the spring, — an important point. We also use this class to plant with the late greenhouse sowing of earlies. They branch freely at the base, not climbing up until the earlies begin to exhaust themselves, after which they produce heavily, well thru June in our latitude.

Ambition. Finest deep lavender.
Austin Frederick Improved. Large rosy lavender.
Avalanche. Finest white-seeded white.
Beattall. Sparkling pink, suffused salmon.
Blue Bird. The finest clear blue.
Blue Flame. Extra large strong dark blue.
Campfire. Sunproof deep scarlet.
Commander Godsall. Deep violet-blue.
Constance Hinton. Best black-seeded white.
Crimson King. Fine sunproof crimson.
Debutante. Soft salmon shaded peach-pink.
Doreen. Large rich carmine.
Elfrida Pearson. Clear light pink.
Fluffy Ruffles. Cream-pink.
Giant White. Pure white.
Gleneagles. Clear even lavender.
Hawmark Lavender. Finest light lavender.
Hawmark Pink. Rose-pink shaded salmon.
Heavenly Blue. Delphinium-blue.

Hebe. The finest large rose-pink.
Hercules. Standard deep rose-pink.
Hero. Cerise.
Magnet. An improved Miss California.
Mary Pickford. Fine cream salmon-pink.
Matchless. Clear deep cream.
Miss California. Large salmon rose.
Model. Best black-seeded white.
Mrs. Cuthbertson. Pink and white; bicolor.
Pinkie. The finest rose-pink; strong grower.
Powerscourt. Finest lilac-lavender.
Royal Purple. Large rich purple.
Royal Scot. Sunproof orange-scarlet.
Supreme. Soft, delicate pink.
The Clown. Crimson marking, white ground.
Warrior. Deep bronze-maroon.
Welcome. Deep bright scarlet; sunproof.
Youth. Light Picotee pink.

Prices On All Above Standard Varieties: 1/2 oz., 15c; 1 oz., 20c; 4 oz., 60c; 1 lb., \$1.75.

Florists Mixture. This is a carefully balanced mixture of all colors largely called for in cut flower work. 1 oz., 15c; 4 oz., 50c; 1 lb., \$1.65; 5 lbs., \$7.50.

Bonnie Briar (new).	Sparkling rose suffused amber.....	pkt. 20c
Mastercream (new).	Black-seeded extra large cream.....	pkt. 25c
Lady Ruffles (new).	Large ruffled soft pink.....	pkt. 25c



"FLOWER SEEDS FOR FLORISTS"

EARLY OR WINTER SNAPDRAGONS

LONG stiff stems, attractive colors and no wilting are reasons why "snaps" are one of our big indispensable crops. Easily grown too, though, like all crops under the artificial conditions of a greenhouse in winter, they are susceptible to various forms of rot. This is largely due to lack of ventilation or the heavy damp air of a cool house. A raised bed gets away from much of this trouble, though a well drained bed close to the glass will produce fine snaps. Also, most forms of rot seem to come from the soil for if we plant in fresh or sterilized material little trouble develops, especially if attention is given to the atmospheric condition of the house. For the early or winter crop we prefer to sow seed during June and keep the young stock in an outdoor frame as much as possible.

Snaps are steadily being improved. Very few of the new ones from responsible growers are a failure. In our estimation the following belong at the head of the list of standard kind: Cheviot Maid Supreme and the Yoder strain for a lighter shade of pink; Coate's Yellow, a rich deep shade, though, with us not quite so early as Ceylon Court. For mid-winter we believe Sun Tan should be preferred to Afterglow, that shatters for some and is not so early as Sun Tan. Terry's Surprise is a very rich orange, rose tinged, fine heavy spikes too, but not extra early. On a raised bed and a 50° house Lucky Strike does well for most growers, though, we believe Schneider's new white "Prosperity" will take its place. Velvet Beauty is making many friends; we need the variety in color it gives us. For later planting use Rose Queen, New Cincinnati and Afterglow. They are outstanding for spring flowering.

White Prosperity. (Pierre Schneider new). We believe this new white will take its place as the **winter-flowering white** and so do all experienced growers who have seen it growing. Unlike other early whites, it is as free flowering as Ceylon Court or Cheviot Maid with flowers well placed and pure white. We have had no advance trial of White Prosperity, but from what we have seen of it we do not hesitate recommending it.

Tr. Pkt., \$2.00; 3 Tr. Pkts., \$5.00.

Radiance. (W. W. Thompson Co. new). According to our trial of Radiance the past season it is a **valuable commercial rose-pink**. The flowers are quite large and particularly well placed on the stem, no brushy growth with us, with color and general effect outstanding.

Tr. Pkt., \$1.50; 3 Tr. Pkts., \$4.00.



EARLY OR WINTER SNAPDRAGONS

*Stars indicate the choicest forcing varieties.

	Tr. Pkt.	3 Pkts.	5 Pkts.
*Afterglow. Finest golden orange.....	\$1.00	\$2.50	\$3.50
Allman's Pink. Silvery rose-pink.....	1.00	2.50	3.50
Bertha Baur. The only early lavender.....	2.00	5.00
*Ceylon Court. Standard earliest yellow.....	1.00	2.50	3.50
Cheviot Maid. Original strain.....	1.00	2.00	3.00
*Cheviot Maid. Yoder strain. Light shade; very choice.....	1.00	2.50	3.50
*Cheviot Maid Supreme. Best fairly deep rose; THE standard pink.....	1.00	2.50	3.50
*Coate's Yellow Perfection. Finest deep yellow; fine color.....	1.50	4.00	6.50
Geneva Pink. Rich clear pink.....	.50	1.25	2.00
Golden Pink Queen. As named.....	1.00	2.50	3.50
Happiness. Long-stemmed rose-pink.....	1.00	2.25	3.00
Helen. Salmon-rose.....	1.00	2.50	3.50
Improved Sunburst. As named.....	1.00	2.50	3.50
Jennie Schneider. Light rose; not extra early.....	1.00	2.00	3.00
Kirkwood Beauty. Bronze orange.....	2.00
Laura. Deep Rose.....	1.00	2.50	3.50
Lucky Strike. White. Plant early for winter flowering.....	1.50	4.00	6.50
Milady. Murphy's new pink; choice shade and free flowering.....	1.00	2.50
*New Cincinnati. The finest light rose; large and very choice.....	1.00	2.50	3.50
New Deal. Very early, fragrant, rich golden bronze. Not tried by us, should be valuable because of earliness.....	2.00	5.00
Orlando. Bronze.....	1.00	2.50	3.50
Philadelphia Pink. Standard Pink.....	1.00	2.50	3.50
Roman Gold. Bright coppery yellow.....	1.00	2.50	3.50
*Rose Queen. Finest deep rose-pink. Very fine.....	1.00	2.50	3.50
*Sun Tan. Orange-tan; extra early. Choice for winter.....	1.00	2.50	3.50
*Terry's Surprise. Rich rose shaded orange. Very choice.....	1.00	2.50	3.50
*Velvet Beauty. American Beauty red — early flowering.....	1.50	4.00	6.50
White Rock. Standard white, tall.....	.50	1.25	2.00
Winter Helen. Improved Helen.....	1.00	2.50	3.50
Winter King. Free-flowering pink, not extra early; continuous flowering...	1.00	2.50	3.50
Ball Florist Mixture. Our special winter-flowering mixture. Contains fully half the best pinks with balance in yellow, white and orange. We suggest this where a limited amount of all colors are wanted.....	.75	2.00	3.00

Write us for quantity quotations on any of the above.

STANDARD VARIETIES FOR OUTDOOR PLANTING
not early flowering

HALF-DWARF VARIETIES:		Tr. Pkt.	1/4 oz.
Climax. Bronze-orange.....	.25		.50
Fawn. Terra cotta.....	.25		.50
Flame. Fiery bright scarlet.....	.25		.50
Gloria. A good pink.....	.25		.50
Purity. Pure white.....	.25		.40
Ruddy Glow. Light orange.....			
	1/8 oz., 75c	.25	
Mixture.....	.25		.40

HALF-TALL VARIETIES:			
Empress. Velvety crimson.....	.25		.40
Golden Queen. Deep yellow.....	.25		.40
Harmony. Rose with yellow center..	.25		.35
His Excellency. Brilliant orange-scarlet.....	.25		.75
Orchid. Lavender-mauve.....	.25		.50
Mixture.....	.25		.40

MAJESTIC VARIETIES:		Tr. Pkt.	1/4 oz.
Golden Dawn. Glorified Afterglow.....			
	1/8 oz., 75c		.50
Orange King. Bright orange.....			
	1/8 oz., 75c		.50
Twilight. Golden tan-yellow.....			
	1/8 oz., 75c		.50
Mixture.....	.25		.50

MAXIMUM VARIETIES:			
Canary Bird. Light yellow.....	.25		.60
Cattleya. Mauve pink.....	.25		.60
Copper King. Heavy coppery red...	.25		.60
Ruby. Rich heavy red.....	.25		.60
Snowflake. White.....	.25		.60
The Rose. Clear rose.....	.25		.60
Mixture.....	.25		.50



"FLOWER SEEDS FOR FLORISTS"

FLORISTS' PANSIES

WE ANNUALLY run a flowering test of pansies that includes not only the strains we offer seed of, but those of European and American specialists. We find these trials highly interesting and valuable for they keep us in direct touch with the finest work being done. The result of these trials are, of course, reflected in our seed list.

The germination of every lot of pansy seed we send out during mid-summer is assured by careful storage of the seed during winter and germination tests late in June. Yet complaints on this point do come in during these hot months. Select the coolest outdoor spot you can find for any summer seed sowing, especially pansies. A frame, protected from sun and wind, is usually the most favorable location. The soil should be made light and porous with sand and peat moss. If the soil is thoroughly watered before sowing and protected with shaded sash or strawy material no further watering should be needed until the seedlings are through. Cover the seed just deep enough to hide it and use very sandy material for covering.

Ball Giant Mixture. This is our own fairly long-stemmed, extra large mixture of fancy and original colors. The general effect is a rich live one. We consider this the finest all purpose strain on our list, either for cut flowers or bedding.

Tr. Pkt., 50c; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.00.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
Engelmann's Special (new). Our stock of this strain comes to us direct from C. G. Engelmann of Saffron, Walden, England. We find it a very choice strain for bedding purposes because of its compact habit, early flowering and exceedingly choice range of original reddish-brown shades.....	.75	\$2.50	\$4.75	\$9.00
Maple Leaf Giants. This is the largest flowering strain of pansies, has fine heavy stems and an exceptionally strong growth that enables this strain to hold out well into our hot summers.....	.50	2.50	4.50	8.00
Super Maple Leaf Giants. A selection for extra strong growth and large flowers. The last word in Giants.....	1.00	3.50	6.50	12.00
Improved Swiss Giants. A choice, well known strain with original and bright colors. Very excellent for size, stem and free flowering habit.....	.50	1.75	3.25	6.00
Super Swiss Giants. A Swiss Giant selection for richer coloring and size.....	.75	2.75	5.25	10.00
Roggli Giant Mixture. This is a fairly large flowering strain of fancy shades. Excellent for all purposes.....	.50	1.50	2.75	5.00
Steele's Masterpiece. An American produced strain. A good proportion produces wavy or crinkly-edged flowers. Our stock comes to us direct from Mr. Steele75	2.50	4.75	9.00

NAMED COLORS SELECTED FROM SWISS GIANTS

Alpenglow. Improved Cardinal; rich garnet red.....	.50	1.75	3.25	6.00
Rhinegold. Yellow with deep brown blotches.....	.50	2.00	4.00	7.00
Lake of Thun. Rich deep blue with dark blue blotches.....	.50	1.75	3.25	6.00

WELL NAMED BEDDING VARIETIES

Golden Queen. Nearly 100% clear yellow.....	.25	.50	1.60
Lord Beaconsfield. The standard blue for bedding.....	.25	.45	1.50
Snow Queen. Clear White.....	.25	.40	1.50

For Viola Cornuta or Miniature Pansies, see next page.



VIOLA CORNUTA

Violas, or miniature pansies, are as easily grown as pansies and flower earlier. Because of their very free flowering habit Violas are particularly choice for bedding purposes. Nearly all varieties will come fully 95 % true from seed.

		Tr. Pkt.	1/4 oz.	1 oz.
Apricot. Light orange-yellow very attractive	1/8 oz., \$.90	\$.50	\$1.50	\$5.50
Black Prince25	.50	1.75
G. Wermig. Rich violet-blue	1/8 oz., 1.0050	1.75	6.00
Puck. Yellow and violet	1/8 oz., .5035		2.00
Jersey Gem. Dark blue	1/16 oz., 1.2575	3.75	
Mauve Queen35	.50	1.75
Papilio. Blue and white35	.50	1.50
White Perfection35	.50	1.75
W. H. Woodgate. Bright violet	1/8 oz., 1.5050		
Lutea Splendens. Golden yellow25	.50	1.50
Large-flowering Mixture35	.50	1.75
Small-flowering Mixture25		1.25

MIGNONETTE

Ball Mignonette. We feel perfectly secure in stating that this is the most attractive strain of Mignonette for cutting available. Fully 3 weeks earlier than New York Market with larger and heavier spikes and distinctly light in color.

New York Market Mignonette. We offer select stock of this well known cut flower strain.

Both Strains Priced at: Tr. Pkt., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.

Well grown Mignonette is profitable if in limited quantity. We sow 6 or 8 seeds in a 2 1/2 inch pot about July 20. About a month later plant out in either a raised or deep bed spacing 10 x 10 in. After the plants are well started in the bed, thin out to the one strongest plant. Do not disturb the roots or transplant. At a height of 6 - 8 in. top back to about 6 eyes. In a night temperature of 45° this start will get in for Christmas.

MYOSOTIS (Forget-Me-Not)

"Ball's Early" (new). An early August sowing of this strain planted out of pots late in September will flower in October. With the same treatment the variety Blue Bird will not flower until February or March. Price: Tr. Pkt., 50c; 1/4 oz., \$1.50; 1/2 oz., \$2.25; 1 oz., \$4.00.

Blue Bird. Well known blue forcing variety. Tr. Pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.
Ruth Fischer. Bright clear blue; choice for pot plant growing. Tr. Pkt., 50c; 1/2 oz., \$1.00.

ANNUAL WALLFLOWER

"GOLD STANDARD" (new). When flowered under favorable conditions this highly attractive, deep golden yellow and richly scented variety is valuable for cutting as well as a pot plant. We include cultural suggestions with each packet of seed. The flowers of this class do not develop fully during the winter months; also, it cannot stand the high temperatures of late spring. Since it flowers in 5 months from sowing, it should not be started until late October and early November in our latitude. Besides the choicest color, **Gold Standard**, we offer **Golden Yellow** with brown; **Dark Brown**.

Price: Tr. Pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$5.00. Violet. (new). In trade packets only, 50c.



"FLOWER SEEDS FOR FLORISTS"

ANNUAL LARKSPUR

THIS is an important cut flower crop for both in and outdoors and usually it is a profitable one. If started in September and grown in a carnation house on a raised bed they can be flowered in February. The planting after late mums, grown cool, flowers in May. During mid-winter both atmosphere and soil moisture must be controlled to prevent rot. Free ventilation when possible is important.

Annual Larkspur is half hardy. In the latitude of Philadelphia an outdoor fall sowing usually winters over though well started. This first outdoor crop should be followed by another sown early as possible in the spring and for a succession a final one about May 1. The Base Branching, also known as Imperial and Spiral class, improves the original Stock-flowered in being longer-stemmed. The Hyacinth or non-lateral type produce but one long spike and should be planted on raised or shallow beds. If grown cool on a deep bed the stems become hollow and break easily. **Larkspur seed germinates poorly in a high summer temperature**, and we do not recommend sowing during July or August. Orders received during those months will be held for the new crop of seed that is received about September 1. We have a full supply in all colors from last fall harvest that can be supplied during July and August if requested.

*Varieties we find choicest are starred.

IMPROVED VARIETIES

***Rosamond.** Bright deep rose self, stock flowered type. Our trials show this the most attractive rose-pink.

***Blue Bell.** We find this the deepest among the clear light blues and we prefer it among all others in this color class of base branching type.

***Los Angeles Improved.** Base branching salmon-rose and longer stemmed than the original stock-flowered Los Angeles that it much improves.

Lilac Queen. Rich Lilac shading to Lavender Blue.

Price on above new varieties, each: Tr. Pkt., 25c; 1 oz., \$1.25; 1 lb., \$15.00.

BASE BRANCHING — Standard List

Daintiness. Light lavender-blue.

***Gloria (new).** Rich deep rose.

Exquisite Pink Improved. Rich soft pink.

***Miss California.** Rich deep pink suffused salmon.

The Empress. Salmon-pink.

***White Spire.** A fine white.

***Blue Spire (new).** Rich Oxford-blue.

Carmine King. Highly attractive carmine-rose.

Price of Standard List, each: Tr. Pkt., 25c; 1 oz., \$1.00; 1 lb., \$12.00.

Mixture of all Base Branching varieties: Tr. Pkt., 20c; 1 oz., 75c; 1 lb., \$9.00

STOCK-FLOWERED TYPE

***Empress Rose.** Fine Pink.

La France. Salmon-Pink.

Dark Blue

Sky Blue

Rosy Scarlet

***Los Angeles**

White

***Lilac**

Price on Stock-Flowered Type, each: Tr. Pkt., 20c; 1 oz., 50c; 1 lb., \$5.50.

Mixture of Stock-Flowered type: Tr. Pkt., 15c; 1 oz., 30c; 1 lb., \$3.50.

GIANT HYACINTH-FLOWERED

***Pink**

***Dark Blue**

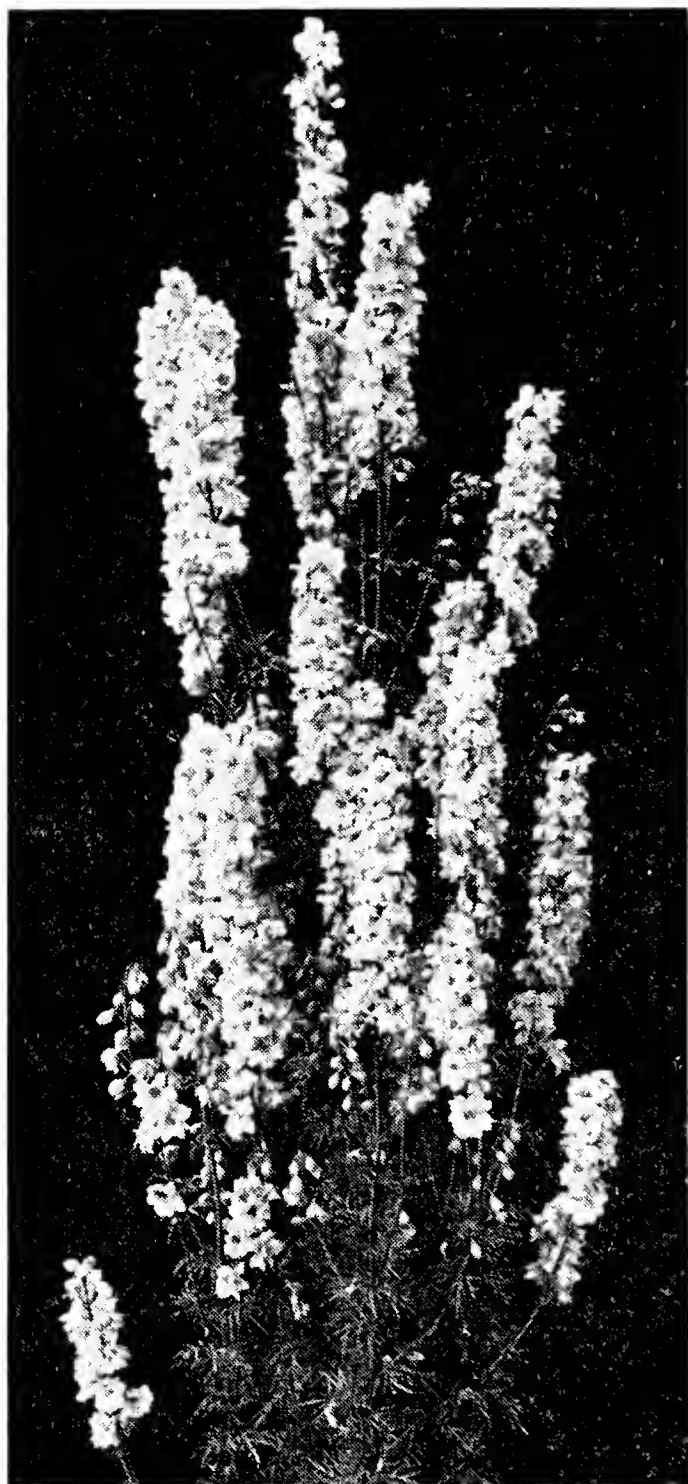
Purple

Lilac

White

Mixed

Price on Hyacinth-Flowered Type, each: Tr. Pkt., 25c; 1 oz., 80c.



"Miss California"

VOGT'S DOUBLE CYCLAMEN

AFTER many years of patient work Mr. John W. Vogt of Sturgis, Michigan, has perfected a strain of double cyclamen that gives us pleasure to recommend and introduce. The strain will be found around 80% well-doubled or duplexed, 10-12 petaled, and just as easily grown as the ordinary kind. The difference in price is trifling, particularly because of the increased cost of European seed.

Cerise Brilliant (new).

Rich cerise red; valuable for Christmas.

Prosperity. Flaming rich rose.

Admiration. Salmon rose with shaded eye.

Rosea. Soft rose shading, light at tip of petals.

Mixture of above 4 colors.

Prices each: 100 seeds, \$3.00; 250 seeds, \$7.25; 500 seeds, \$13.00; 1000 seeds, \$25.00.



When compared with the regular kind the double type will be preferred by most of your customers.

BINNEWIES' STRAIN CYCLAMEN

After a personal inspection of German cyclamen seed growing establishments and their strains, we are convinced that none are superior to those developed by the firm of E. Binnewies of Alfeld. Accordingly, we sell this strain exclusively and feel perfectly safe in doing so, ALL our seed coming direct from this grower. We much regret that our depreciated money has made an increase in price necessary on European cyclamen seed.

		Per 100	Per 1000	Per 5000
No. 1	Dark Blood Red	\$1.15	\$10.00	\$46.00
No. 2	Bright Red	1.20	10.00	46.00
No. 3	Pure Rose	1.15	10.00	46.00
No. 4	Soft Rose, carmine eye (Improved Rose of Marienthal)	1.15	10.00	46.00
No. 5	White with carmine eye	1.15	10.00	46.00
No. 6	Pure White	1.15	10.00	46.00
No. 7	Bonfire, brilliant salmon	1.70	15.00	69.00
No. 8	Salmon Scarlet, America Improved	2.00	16.00	73.00
No. 9	New Salmon Rose Improved	1.50	12.00	55.00
No. 10	Glory of Wandsbek or Perle of Zehlendorf, dark salmon	1.50	12.00	55.00
No. 11	Rose of Zehlendorf, light salmon	1.50	12.00	55.00
No. 12	Orange Beauty, orange-vermilion	1.80	16.00	73.00
No. 15	Saffron Red	1.40	11.00	50.00
No. 16	Saffron Red, silver edged	1.40	11.00	50.00
No. 18	Mozart, deep pink	1.85	17.00	78.00
No. 20	New Ruffled in colors. Especially attractive class, fringed petals	1.85	17.00	78.00
No. 21	Pink Pearl, salmon-pink (new)	1.80	16.00	73.00
	Mixed of the above	1.10	9.00	41.00

Note: The above prices are net 60 days.

CINERARIAS



Our strain of Berlin Market Cineraria grown for us in Germany. Note the bright colors of this popular market strain.

EASILY, economically and quickly grown and irresistibly attractive are points that make Cinerarias necessary to every retail grower. While there is no trick at all to growing them; good clean specimens call for spacing and careful watering. An occasional top dressing of a balanced fertilizer keeps the foliage hard and well colored. In full growth they call for lots of water. For Christmas flowering plants sow not later than early July, and late September for Easter plants. The following are listed in the order of their market value as we find it.

	Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
Cremer's Prize Mixture. Medium to small flowers freely produced in extra large heads and a good line of colors. Semi-dwarf habit and small foliage are the distinguishing points in this new strain.....	\$1.50	\$2.25	\$4.00
Potsdam or Berlin Market. More dwarf and uniform than the Cremer strain with flowers slightly larger. Very attractive mixture of colors. A very popular strain.....	1.00	1.60	2.75
Berlin Market, separate colors. We offer strains of Dark Crimson and Dark Blue that come about 90% true to these attractive colors. Each.....	1.00	1.80	



CINERARIAS (Continued)

Multiflora Nana.	Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
Of distinctly dwarf compact growth that quite covers itself with small flowers in a fine range of colors. A valuable market type	\$1.00		\$2.00
Multiflora Nana , separate colors. We offer strains of Dark Crimson and Dark Blue in this class that come quite true to color. Each	1.00		
Hybrida Gigantea. Large flowered, dark red with white eye. Fairly dwarf. . .	1.00	\$2.00	
Giant Exhibition Mixed. The largest flowering strain; strong medium tall growth with an excellent range of colors.	1.00	2.25	
Hybrida Grandiflora Mixed. An attractive semi-dwarf large flowered strain. Bright colors. . .	.50	1.25	2.00
Hybrida Grandiflora , separate colors. We find the following colors in this class come about 90% true: Azure Blue ; Kermesina and Matador , a coppery red. Each	1.00		
Stellata or Star Mixture. Under favorable conditions grows about 3 feet. Small flowered, valuable for cutting and pot plants. $\frac{1}{16}$ oz., 75c50		
Plenissima Double Mixed. Finely rounded full double flowers, 1½ in. diameter.75		
Feltham Beauty. Stellata type of flower, but not so tall. Mixture.50	1.00	

PRIMULA

For hardy varieties
see perennial pages

OBCONICA.
Mohnstein's Atrosanguinea. Dark red.
Mueller's Rosea. The lighter shade.
Our seed of these valuable standard varieties comes to us direct from the originator in sealed glass containers of $\frac{1}{32}$ oz. each. This protects and insures its germination. **Price: $\frac{1}{32}$ oz. unbroken container, \$6.00.** When smaller quantities are called for we break these containers and ship from them as follows: **Tr. Pkt., \$1.25; $\frac{1}{64}$ oz., \$3.50.**

We also offer the following strains of Obconica Primulas not in glass containers, the germination of which we keep carefully and regularly checked.

	Tr. Pkt.	$\frac{1}{64}$ oz.
Mohnstein's Dark Red	\$1.00	\$2.50
Mueller's Berlin Rose	1.00	1.75
Fasbender's Red. Deep crimson red	1.00	1.75
Coerulea Grandiflora. Clear blue75	
Salmon Queen. Attractive color75	
Obconica Grandiflora Mixed $\frac{1}{32}$ oz., \$1.2550	

See next page for Primula Malacoides



"FLOWER SEEDS FOR FLORISTS"

PRIMULA (Continued)

PRIMULA—MALACOIDES. Erikssonii.

In depth of color and size of flowers, this is the outstanding malacoides strain for American conditions and demand. Offered in the following varieties:

Baby Rose. The darkest shade.

Wonder Baby. Medium dark lavender-pink.

New Baby. Largest flowered lavender-pink.

Prices on above 3 varieties: each, Tr. Pkt., \$1.00, 6 Tr. Pkts., \$5.00.

Tr. Pkt. $\frac{1}{64}$ oz.

STANDARD MALACOIDES.

Light Lilac. A distinctly light shade. $\frac{1}{8}$ oz., \$1.00 . . . \$.50

Rosea Superba. Deeper and some larger. $\frac{1}{16}$ oz., 1.0050

GIANT CHINESE PRIMULA — FRINGED.

Rose Queen. Large bright carmine-rose.50 \$1.00

Chiswick Red. The best in this color.50 1.00

Coerulea. Choice light blue.50 .75

Mixed Fringed. Mixture of best colors.50 1.25

Double Fringed Carnation-flowered. Extra choice.50 1.50

Single Mixed. $\frac{1}{32}$ oz., \$1.0050

CALCEOLARIAS

AFTER the fine seed has germinated there is no special difficulty in growing on this highly attractive pot plant. Calceolaria call for cool house treatment, must be sheltered from strong sun at all times and they are easily overpotted or overwatered. The earliest sowing is made in July and for nice 4 in. pot plants for Mother's Day sow not later than November 1.

Hybrida Multiflora Nana. Medium size flowers, freely produced in an especially fine mixture of gold, orange and lemon colors, attractively spotted. Height in full flower, 10-12 inches.

$\frac{1}{2}$ Tr. Pkt. 50c . . . \$1.00 $\frac{1}{64}$ oz. \$4.00

Golden Tiger (new). Multiflora nana habit of growth, golden yellow flowers spotted brownish red. (see cut)

1.00

Hybrida Grandiflora Mixed.

A very choice mixture of self colors. Large flowers, vigorous growth, about 16 inches

1.00 2.25

Albert Kent Hybrids. This is an attractive mixture of many and varied colorings. We supply originator's strain. 1.00

Albert Kent. Immense heads of golden-yellow flowers. Each with a maroon blotch.

Very attractive. \$1.00

Kelway's Perfect Model. A very choice large-flowered mixture. Our stock comes direct from the originator. 1.00

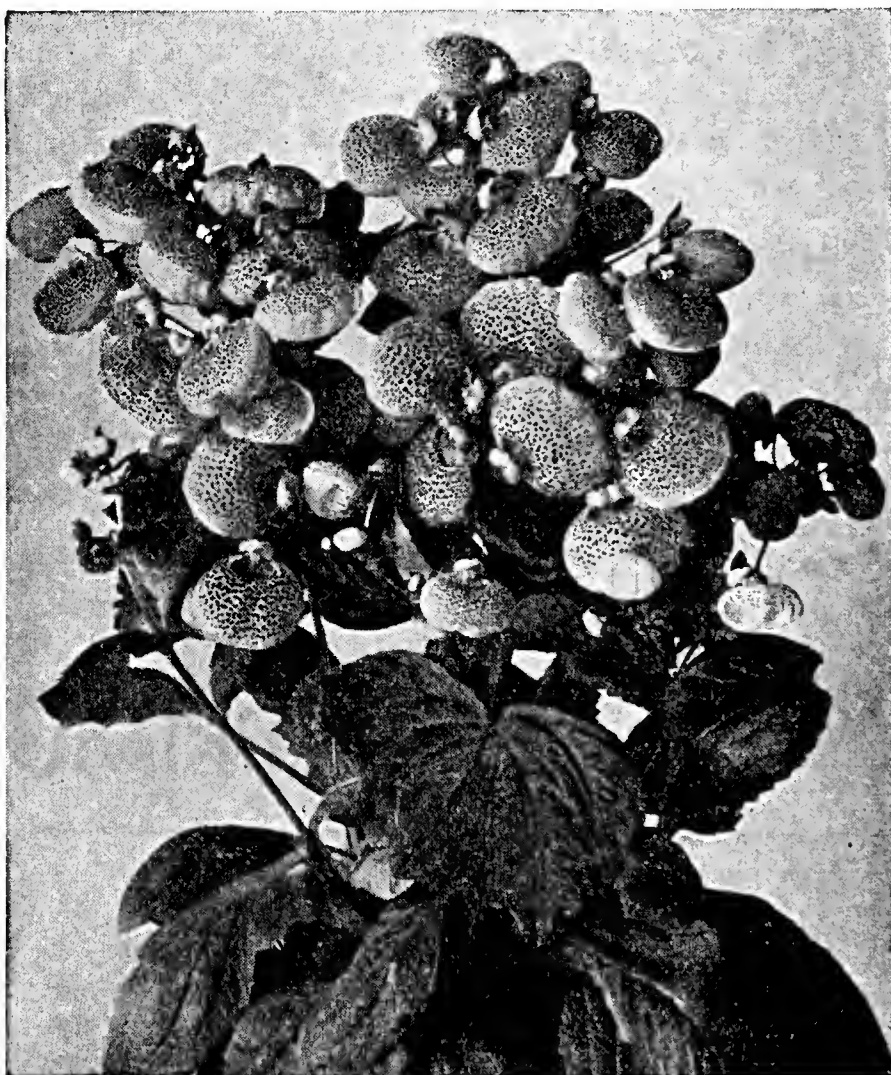
\$2.25

Hybrida Grandiflora Tigrina. Very attractive brilliant tigered or spotted mixture. 1.00

2.75

Cloth of Gold. True golden-yellow. 1.00

Rugosa Major. (Perennial Hybrids). Fine mixture of this small-flowered class that has some cut flower value besides its value for pots. 1.00



GOLDEN TIGER (New)

A new light colored strain of the Dwarf Multiflora Nana class.

Tr. Pkt. $\frac{1}{64}$ oz.



VARIOUS POT PLANT SPECIALTIES

	Tr. Pkt.	$\frac{1}{32}$ oz.
ACHIMENES MIXED. Choice tuberous rooted greenhouse pot plant.	\$1.00	
ALOE VARIEGATA (Tiger Aloe). Attractive, quickly grown succulent with variegated leaves. 100 seeds, \$1.25; 1000 seeds, \$10.00.		
BEGONIA. All the following are easily grown from seed.		
Carmen (new). Bright pink flowers with richly contrasting dark brown foliage.	1.00	
Lightning (new). Brilliant carmine scarlet flowers of unusually large size. A striking variety for either bedding or pots because of color and size. $\frac{1}{2}$ Tr. Pkt., 60c	1.00	
Christmas Cheer. Large-flowered crimson-scarlet.	1.00	
Radio (Rundfunk new). Extra large carmine-scarlet; green foliage	1.00	\$3.00
Gustave Knaake. Glowing salmon-pink.50	1.75
Luminosa Gracilis. Deep scarlet, foliage reddish-brown.	1.00	1.75
Mignon. Brilliant salmon-scarlet.50	1.75
Albert Martin. Bright carmine; very large.50	1.00
Prima Donna. Rose shading to carmine; winter blooming.	1.00	3.25
Glory of Erfurt. Large, bright carmine.50	2.25
Scarlet Queen. Large, glowing scarlet.50	1.50
White Pearl. Snowy white; green foliage.50	1.75
Vernon. Blood red; dark leaves. $\frac{1}{16}$ oz., 60c25	
Mixture $\frac{1}{8}$ oz., 75c25	
Lloydii (Pendula). A tuberous rooted variety that will be found highly attractive and easily grown from seed. Enjoys a fairly warm house, is summer flowering and valuable for boxes and baskets because of its pendulous habit. Mixed colors. $\frac{1}{2}$ Tr. Pkt., 60c; 1/128 oz., \$2.25	1.00	
Narcissus-flowered. Another tuberous rooted variety producing semi-double flowers of narcissus form in a splendid mixture of colors.	1.00	
BROWALLIA.		
Speciosa Major. A most desirable variety for pots, 10-12 inches.40	1.00
Sapphire (Viscosa Compacta). 6-8 inches. This variety very freely produces dark blue flowers with white eye. Valuable for either outdoor work or made up baskets or boxes. $\frac{1}{16}$ oz., \$1.0050	
EXACUM AFFINE. Dwarf pot plants. Light blue fragrant flowers. 1000 seeds \$1.00		
GLOXINIAS. Summer pot plants easily grown from seed.		
Defiance. Rich glowing scarlet.	1.00	
Emperor William. Dark violet, bordered white.	1.00	
Benary's Giant Mixed.	1.00	
KALANCHOE GLOBULIFERA. This valuable succulent produces good 4 inch pot plants in a year from seed. We recommend 2 seedlings in a pot and a rose house temperature. Flowers are produced during early spring months and last 2 months 3 Tr. Pkts., \$2.50	1.00	
SAINTPAULIA. Very freely produces attractive violet-like flowers throughout the season. A popular pot plant, flowering in 6 months from sowing. Wants a warm house and protection from shade. We offer 2 varieties:		
Ionantha Grandiflora. Deep blue and the newer variety		
Ionantha Cordata. Large deep lavender, or a shade lighter than Grandiflora, each	1.00	
TORENIA FOURNIERI. A fine pot plant for spring sales, dark blue. $\frac{1}{4}$ oz., 60c; 1 oz. \$2.2525	
VINCA (Periwinkle). Becoming increasingly popular for bedding. To make strong plants for spring should be sown in December, and grown fairly warm. The popular varieties are: Rosea, Alba Oculata, Delicata, soft pink; Alba Pura and Mixed, each. 1 oz., 85c20	



"FLOWER SEEDS FOR FLORISTS"

RESISTANT ASTERS

This is our original "specialty" that we started in business with over 30 years ago. We offer the following varieties in rot resistant strains. For our complete list of regular American Asters refer to our January 1 catalog. The varieties starred* we find especially resistant and valuable cut flower colors, and we believe most growing conditions and markets will find them the same.

***BALL WHITE LATE.** This is a splendid strain of long stemmed, large-flowered white. It belongs to the late branching class.

***BALL WHITE EARLY.** This is a resistant bred strain of the well known original Ball White.

***AMERICAN BRANCHING WHITE.** Long-stemmed, nice size and pure white.

***BALL DEEP ROSE.** Long-stemmed, extra bright deep rose color. A very pleasing shade, with incurved petals, a fine form for shipping.

***BALL PURPLE.** Deep bright purple with the same incurved shape of Ball Deep Rose. It is also extra long-stemmed and highly resistant.

CALIFORNIA GIANT DARK PURPLE. The first of the late Giants to be offered in a resistant strain

***SEMPE PINK.** A resistant form of the well known Mary Semple.

GIANT BRANCHING PHLOX PINK. This is a light shade of rose pink.

AMERICAN BEAUTY SHELL PINK. Semple pink shade and highly resistant.

***AMERICAN BEAUTY AZURE FAIRY.** Very attractive mid-blue with true incurved Beauty form.

AMERICAN BEAUTY CRIMSON. Highly resistant and extra long stemmed, medium size.

***AMERICAN BRANCHING AZURE BLUE.** Clear mid-blue; attractive commercial color.

AMERICAN BRANCHING BLACKISH BLUE. Very dark. A limited amount of this is liked.

KING BLACKISH BLUE. The needle type of the Kings is attractive in any color.

KING CRIMSON. Brilliant color.

UPRIGHT BRANCHING WHITE. Extra large full petaled and long-stemmed.

UPRIGHT BRANCHING ROSE PINK. Fairly deep true rose pink when fully developed.

ASTERMUM WHITE. Large attractive white, medium long and not stiff-stemmed.

ASTERMUM LAVENDER. A fairly deep lavender-blue, a good market color.

***CREGO DEEP ROSE.** Best of the mid-season deep rose colors.

COMET BRANCHING DARK BLUE. Of true Comet type and fairly good cut flower color.

COMET LAVENDER BLUE. A fairly deep lavender blue, a good market color.

COMET BLUSH PINK. Light or blush pink. Free flowering on medium long, wiry stems.

COMET SALMON QUEEN. Very pleasing shade of salmon rose.

HEART OF FRANCE. Our strain of this brilliant red is highly resistant and about one week later than the regular strain and clearly larger and longer stemmed.

ROYAL PURPLE. Some of this color is necessary for early summer work.

***ROYAL SHELL PINK (BALL).** This is Mary Semple pink color, large flowered and fairly long-stemmed. Comes in a week ahead of Mary Semple and is valuable.

***ROYAL AZURE BLUE.** A valuable market color and the earliest flowering variety in this color

ROYAL WHITE. Not tried by us, but comes well recommended.

NOTE: The flowering season of the Royals is somewhat irregular, but most of them come in between Queen of the Markets and the mid-season varieties and for this reason are valuable.

QUEEN OF THE MARKET, DARK BLUE. A true dark blue.

QUEEN OF THE MARKET, WHITE. Not tried by us but comes well recommended.

QUEEN OF THE MARKET, FLESH PINK. Not tried by us but comes well recommended.

QUEEN OF THE MARKET, CRIMSON. Highly resistant and some of this color is useful.

BALL RESISTANT MIXTURE — EARLY. Made up of Queen of the Market and Royals.

BALL RESISTANT MIXTURE — LATE. Will provide flowers through September.

Prices on all Resistant Asters, including the mixtures:

Trade Packet, 50c, 1/4 oz., 65c, 1/2 oz., \$1.25, 1 oz., \$2.00.



Hybrida Bedding. Grandiflora Plain. Ball Fringed Mixture. Giants of California. Double Fringed.

PETUNIAS "ALL THE BEST" STANDARD VARIETIES

WE HAVE selected the following from the various classes as our suggestion for the finest. The following five varieties are strains of California Giants. Please order by number and name.

	Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.	$\frac{1}{16}$ oz.
No. 1. Ball Dwarf Giants. Ideal dwarf habit, wavy edged flowers. Our finest strain of Dwarf Giants.....	\$1.50	\$2.50		
No. 2. Dwarf Ramona Strain. Distinctly dwarf habit, dark shades	1.00	1.75	\$3.00	\$5.00
No. 3. Medium Dwarf. Might be preferred to the very dwarf type by some. Medium dark shades.....	1.00	1.75	3.00	5.00
No. 4. Giants of California, Dwarf Habit. Light shades.....	1.00	1.75	3.00	5.00
No. 5. Giants of California, Regular Strain. Fairly tall habit.....	.50		1.25	2.00
Victorious. The new All Double Strain..... $\frac{1}{2}$ Tr. Pkt., \$1.00..	2.00			
..... 3 Tr. Pkt., 5.00..				
All Double Clear Pink. (World Beauty). Clear carmine rose-pink. $\frac{1}{2}$ Tr. Pkt., \$1.00..	2.00			
Prince of Wuerttemberg. Dark rose crimson, black throat.....	.75	1.50		
Ball Single Fringed Mixed. True Grandiflora type, fairly compact habit and extra strong growth and free flowering. Fully 98% fringed..... $\frac{1}{8}$ oz., \$2.50; $\frac{1}{4}$ oz., \$3.75....	.50			1.50
Fringed Royal Purple. The name well describes it.....	1.00	2.00	3.75	
Setting Sun. Brilliant rose pink, extra dwarf.....	.75	1.50		
Elk's Pride Improved. Select stock.....	.75		1.50	
Dwarf Pink Glory. Flaming rose pink.....	.75	1.50	2.75	
Blue Perfection. Fairly compact, mid-blue. For bedding.....	.25			
..... $\frac{1}{4}$ oz., 75c, 1 oz., \$2.50....				
Celestial Rose. We found this new variety in Germany the past season and according to our trials, it greatly improves Rose of Heaven in being more compact in growth and deeper in color. Should replace Rose of Heaven.. $\frac{1}{4}$ oz., 75c, 1 oz., \$2.50....	.35			



"FLOWER SEEDS FOR FLORISTS"

PETUNIAS — (Continued) STANDARD LIST

	Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
Double Flowering Dwarf Strain. Compact growth, 35 to 40 % double. $\frac{1}{2}$ Tr. Pkt., 75c.....	\$1.50	\$4.00	
Double Medium Tall Strain. Produces about 60 % double. Large flowered. $\frac{1}{2}$ Tr. Pkt., 75c.....	1.50	4.00	

MEDIUM DWARF GIANT-FLOWERED.

German Empress. Bluish white, dark throat.....	.50	1.50	\$2.75
Princess of Wuerttemberg. Rose pink with dark veins.....	.50	1.25	2.25
Giant Copper Red. Well named.....	1.00	1.50	2.75
Harlequin. Coppery red, spotted white.....	1.00	2.00	

GRANDIFLORA FRINGED.

Pepita. Carmine and white, deeply frilled.....	.75	1.50	
Theodosia. Large fringed pink, gold center; fine.....	.50	1.25	2.25
Pink Triumph. Clear fringed pink.....	.50	1.00	1.75
Romany Lass. Coppery crimson, dark throat.....	.50	1.25	
White Beauty. Large well fringed white.....	.50	.80	1.50
Pride of Portland. Deep rose pink.....	.50		1.25
Giant Steel Blue. Large light blue, richly veined.....	.50		1.25
Fluffy Ruffles. A mixture of light and dark shades. Well fringed.....	.50	.80	1.50

GRANDIFLORA, Ruffled and Plain Edged.

White Cloud. Compact, free flowering, ideal for bedding or pot plants.....	.75	1.50	2.50
Violacea. Rich deep violet purple of fine size.....	.75	1.50	
Pink Glory. Flame rose pink, fairly compact and an exceptionally good bedder.....	.50	.75	1.50
Purple Prince. A good plain edge medium size purple.....	.25		1.00
Elk's Pride. Choice velvety violet.....	.50		1.25
Balcony Queen. Medium size, violet purple with white markings.....	.50	1.25	2.00
Queen of the Market. Deep carmine scarlet.....	.50	1.25	2.00
Kermesina. Extra large fine crimson.....	.75	1.25	2.00

	Tr. Pkt.	$\frac{1}{8}$ oz.	1 oz.
BALCONY TYPE. Medium large flowered; valuable for porch or window boxes. The four choicest colors are: Blue, Rose, Crimson, White, Mixed Each: $\frac{1}{2}$ oz., \$2.50.....	\$.25	\$.65	\$4.00
BALCONY ROYAL PURPLE (NEW). Velvety purple.....	.35	1.00	5.00

DWARF HYBRIDA CLASS. Erect and distinctly dwarf, 10-12 inches. Best in this class are:

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Alderman.....	\$.35	\$.60	\$2.00
Blue Bird.....	.35	.75	2.50
Cockatoo, $\frac{1}{2}$ oz., \$1.00.....	.35		
Dwarf Inimitable.....	.25	.40	1.50
Heavenly Blue $\frac{1}{8}$ oz. \$1.00.....	.50		
Norma. (violet blue).....	.25	.45	1.50
Rose of Heaven.....	.30	.50	1.75
Rosy Morn.....	.35	.75	2.50
Snowball.....	.25	.40	1.50
Sutton's Blue Bedder.....	.35	1.00	3.50
Special Hybrida Mixed.....	.25	.50	1.75

SMALL-FLOWERED HYBRIDAS:

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Alba.....	\$.15	\$.25	\$.75
Blue Bee.....	.25	.40	1.50
Carmen Sylva.....	.20	.40	1.25
Countess of Ellsmere.....	.15	.25	.75
General Dodds.....	.25	.40	1.50
Howard's Star Improved....	.25	.40	1.50
Violet Gem.....	.25	.40	1.50
Lord Courtenay (Golden Rose).....	.20	.35	1.25
Small-Flowering Mixture....	.25	.50	1.50

For our complete and descriptive list refer to our January 1, 1934 catalog.

SPECIALTIES IN ANNUALS FOR CUT FLOWERS

Tr. Pkt. 1 oz.

ABUTILON.

Mixture of large-flowering strains. Flowers in 6 months from seed.

..... 1/8 oz., \$1.50 . . . \$.50

ASPARAGUS.

Plumosus Nanus. 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.00; 1 lb., \$10.00

\$.80

Sprengeri. 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50; 1 lb., \$8.00

.75

Note: We regularly check the germination of all asparagus seed. We find germination better and more prompt if seed is soaked in water until it swells.

CANDYTUFT.

Tr. Pkt. 1 oz.

Giant Hyacinth-flowered. Our strain is extra select for cutting. 1 lb., \$8.00 . . \$.25 \$.75

Umbellata Type. We offer this in the following colors: Carmine, Crimson, Flesh Pink, Lavender, Lilac, Rose Cardinal, White, each .1 lb., \$3.75 . . .15 .40 Mixed1 lb., 2.00 . . .15 .25

CANTERBURY BELLS Annual (new).

Flowers in 6 months from sowing.

1/4 oz., 50c25 1.75

CENTAUREA.

Cyanus. Double Corn Flower. Largely used for cutting both outdoors and under glass. Blue is the best color. Blue, Rose Pink, Carmine, White, each, 4 oz., \$1.50 .15 .40 Mixed15 .35

Imperialis (Sweet Sultan). Thistle type. Amaranth Red, Delicate Lilac, Brilliant Rose, Rose, Deep Lavender, White, each .20 .50 Mixed15 .40

Suaveolens. Yellow Sweet Sultan15 .40

Americana. Large thistle type, for outdoors. Lilac, White, each15 .50

Gymnocarpa. Dusty Miller for bedding. .20 .50

Candidissima. Yellow Dusty Miller, silver foliage1/4 oz., 50c . . .25 1.40



Annual Canterbury Bells (New.)

CLARKIA.

Tr. Pkt. 1 oz.

January sowing flowers in May. Grow in shallow soil. Orange King, Salmon Queen,

Scarlet Queen, Queen Mary, Appleblossom, Firebrand, Enchantress, Salmon Pink, ea. \$.20 \$.60

Albatross. Pure White25 1.00

Mixed20 .60

COLEUS.

Exhibition Mixed. Finest available in Coleus from seed. Tr. Pkts. only1.00

Extra Choice Mixed. Large leaved1/16 oz., \$1.0050

Rainbow Mixture1.00

Good Mixed1/8 oz., 75c40



"FLOWER SEEDS FOR FLORISTS"

SPECIALTIES IN ANNUALS FOR CUT FLOWERS (Continued)

	Tr. Pkt.	1 oz.
CYNOGLOSSUM AMABILE. (Chinese Forget-me-not). 24 inches.		
Blue	\$.15	\$.30
Pink30	.80

DIDISCUS. (Blue Lace Flower).		
Valuable for cutting20	.80

DRACAENA.		
Australis. Broad leaved20	.75
Indivisa. Narrow green leaves.		
Largely used for vase centers15	.40

GERBERA. (South African Daisy).
Easily grown from seed that produces assorted colors from which especially desirable shades are propagated by division. Seed germinates 50 to 60 %. 100 seeds, **50c**; 1000 seeds, **\$4.00**.

GREVILLEA ROBUSTA.		
(Silk Oak)25	.75



New Iceland Poppy "Gartref"
A new strain of large flowering nudicaule poppies for cutting; extra choice coloring. Treated as an annual. A January sowing will flower in spring.

GYPSOPHILA ELEGANS. We are sure you cannot buy better strains of this than we are offering. We find that a good stock of Covent Garden Market is larger-flowered and fuller-petalled than Paris Market, but it will not come uniformly so.

Covent Garden Market. 1 oz., **20c**; 4 oz., **50c**; 1 lb., **\$1.60**; 5 lb., **\$6.50**

Paris Market. 1 oz., **15c**; 4 oz., **40c**; 1 lb., **1.25**; 5 lb., **5.00**

London Market. We find this taller and stronger in growth, also some later flowering.
1 oz., **20c**; 4 oz., **50c**; 1 lb., **1.60**; 5 lb., **6.50**

Carminea. Bright carmine, habit of growth same as White. Tr. Pkt., **15c**; 1 oz., **25c**. 1 lb. **2.00**

IMPATIENS. Attractive as a house or bedding plant.		Tr. Pkt.	$\frac{1}{32}$ oz
Sultanii. Bright rose		\$.35	\$1.00
Holstii. Soft vermilion red	1000 seeds	.50	1.25
Holstii. Finest Mixed	1000 seeds	.50	1.00
Olivieri. Extra large, light lilac		1.00	

LILIUM. Philippinense Formosanum Improved.
With some protection to prevent too much freezing and thawing this lily is hardy in our latitude. It will flower in a year from sowing, but we have gotten but 1 to 3 flowers the first year. This lily has a real future, especially for a retail grower. Tr. Pkt., **35c**; $\frac{1}{4}$ oz., **50c**; 1 oz., **\$1.75**; 1 lb., **\$22.00**.

SPECIALTIES IN ANNUALS FOR CUT FLOWERS (Continued)

LUPINUS HARTWEGII.

	Tr. Pkt.	1 oz
A standard greenhouse crop. We find Dark Blue the best color, next Light or Sky Blue , then White . The Rose has limited value. Any of the above colors or Mixed , each.....1 lb., \$3.00	\$.15	\$.30
Hartwegii Giants, Mixed . A strain which has been improved, with base branching habit.	.25	1.00
Sulphureus Superbus . Golden yellow, 28 inches.....	.15	.50

NASTURTIIUM.

Golden Gleam . Semi-trailing with golden yellow semi-double sweet scented flowers. Sown in January or February on a greenhouse bench flowers heavily during spring. Ideal for boxes or baskets. 4 oz., \$.60; 1 lb., \$1.75; Tr. Pkt. ½ oz.	.20	.30
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NEMESIA.

The tall growing class, has distinct value as a novelty cut flower. The Nana or Dwarf group is used for bedding and pot plants.

Strumosa Grandiflora (Suttonii) . In this long-stemmed class we offer the following choice colors: Orange, Scarlet, Rose, Cherry Red and Mixed , each.. ¼ oz., \$1.00	.40	
Strumosa Suttonii Blue (new). Extra choice.....	.50	
Compacta Blue Gem (New) medium tall ⅛ oz., 75c.....	.40	
Strumosa Nana Compacta or Dwarf Varieties:		
Aurora (new). Crimson and white..... ⅛ oz., 75c.....	.40	
Fire King ⅛ oz., 75c.....	.40	
Orange Prince ⅛ oz., 75c.....	.40	
Mixed ⅛ oz., 75c.....	.40	

POPPY.

El Monte . Tangerine orange. Though not an annual we find it valuable treated as such for spring cutting..... ¼ oz., 75c..	.25	
"Gartref" (new). Choice art shades finely edged flowers. Extra choice for cutting.	.75	

SALPIGLOSSIS. Attractive for cutting.

Scarlet and Gold, Brown and Gold, Rose and Gold, Violet and Gold, White and Gold, Yellow and Gold , each..... ¼ oz., 40c.....	.20	\$1.20
Emperor . Extra choice large-flowered mixture.....	.20	.85

SCHIZANTHUS. These Grandiflora strains are valuable for cutting and pot plants.

Brilliant Mixture . A balanced combination of the grandiflora type..... ¼ oz., \$1.00	.50	
Rose and Amber Shades, Rose and Pink Shades, Purple Shades, Rose and Carmine Shades , each..... ¼ oz., \$1.00....	.40	
Grandiflora Mixed . Light shades..... ¼ oz., 75c.....	.40	
Brilliance . Very showy amaranth red.....	.40	
Compactus . Semi-dwarf; excellent for pots..... ⅛ oz., \$1.00....	.50	

SMILAX. Well known greenhouse climber..... 4 oz., \$1.50; 1 lb., \$5.00....

STATICE (Annual Varieties). All the following much used for cutting.

Sinuata Rosea Superba . A choice color..... 1 lb., \$3.25....	.15	.30
Sinuata True Blue . Fairly deep blue..... 1 lb., 3.25....	.15	.30
Sinuata White15	.25
Kampf's Tall Improved . Deep blue, 3 feet.....	.25	.60
New Hybrids . Mixed shades.....	.40	.85
Bonduelli . Yellow, tall, for cutting.....	.15	.30
Suworowii . Russian or Rat tail. Fine for cutting..... 1 lb., \$8.00....	.25	.75

VENIDIUM FASTUOSUM.

Rich orange with brown center and long stem. A high class novelty cut flower; easily grown in a cool house. Can be sown any time after August 1 and does fine in a ground bed if well drained. The seed of this varies in germination. We keep it carefully checked and if sown at once the seed we supply will grow. ¼ oz., \$1.25	.50	
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PERENNIALS AND BIENNIALS

THE possibilities in perennials for the retail, as well as the market grower, are limitless, explaining the increasing interest in this class of material. The wider interest in rock gardens is stimulating it and the possibilities in forcing perennials in greenhouses or frames offer further opportunities for something different that is always well paid for. We are doing all we can to find suitable new material for this purpose.



Our greenhouse plant of 100,000 feet of glass and office building as seen from our 30-acre nursery.

	Tr. Pkt.	1/4 oz.	1 oz.
ACHILLEA. The Pearl. Double white for cutting.....	\$.35	\$.75	\$2.75
ACONITUM. Fischeri. Deep blue.....	.25	.60	2.00
AGATHEA. Coelestis. Blue Daisy.....	.25	.40	1.25
ALYSSUM. Saxatile Compactum. Golden yellow; for rockery.....	.15	.25	.75
ANCHUSA.			
Myosotidiflora (Forget-me-not). Blue, 15 inches.....	.50	1.75	6.00
Italica. Dropmore variety, 6 feet, Blue.....	.15		.50
AQUILEGIA. (Columbine). Valuable for outdoor cutting and year old plants can easily be forced, and make fine pot plants.			
Mrs. Scott Elliott Strain. Finest long-spurred mixture.....	.50	1.25	4.00
Jaetschauii. Large yellow with red spurs.....	.40	.85	2.50
Coerulea. Rocky Mountain blue columbine.....	.35	.50	1.75
Silver Queen. Long-spurred, silvery white.....	.40	.75	2.50
Mixed. All long-spurred.....	.25	.60	2.00
ARABIS. Alpina, White. Quite dwarf.....	.15		.50
ASCLEPIAS. Tuberosa. Orange, fine for cutting, needs free drainage, does best in gravelly soil.....	.35	.60	2.00
ASTERS.			
Hardy Alpinus "Dark Beauty." Single choice blue.....	.35	1.00	3.00
Wartburg Star (new). Later than Dark Beauty.....	.50	2.00	
Novi Belgii. New Hybrids.....	.50	1.00	3.50
BELLIS PERENNIS. (Double English Daisy). The choicest are the Monstrosa varieties: Pink, White, Dark Rose, each.....	.40	.75	2.40
Monstrosa Mixed.....	.35	.60	2.00
CAMPANULAS (Biennial Canterbury Bell).			
Medium Calycanthema. The finest are the cup and saucer varieties as follows:			
Dark Blue, Light Blue, Rose, White, each.....	.25	.40	1.40
Mixed.....	.20	.30	1.00
The choice single Campanulas are: Blue, Lilac, Rose, White, Mixed, each...	.15		.50
Campanula Carpatica. Dwarf for rock gardens. Blue, White, Mixed, each...	.25	.30	.90



PERENNIALS AND BIENNIALS (Continued)

	Tr. Pkt.	1/4 oz.	1 oz.
CANDYTUFT. Sempervirens. White, 12 inches.....	\$.35	\$.50	\$ 1.50
CENTAUREA. Montana. Cornflower, blue, 24 inches20		.60
CERASTIUM. Tomentosum. Silvery foliage, white flowers, 16 inches25	.40	1.25
CHRYSANTHEMUM. Indicum. Early flowering, August-September. Perfectly hardy chrysanthemum mixture..... 1/8 oz., \$1.00....	.50		
COREOPSIS GRANDIFLORA.			
Lanceolata Single15		.30
Semi-double20		.50
Mayfield Giant. Extra large25		1.00

DAISY. All the following varieties are hardy under favorable winter conditions,—a well drained soil and a fairly steady protection of snow. All are valuable for cutting and are listed in their flowering order, beginning with the Elder in mid-May to the Alaska in July.

	Tr. Pkt.	1/4 oz.	1 oz.
Elder Daisy. Earliest, comes true from seed.....	\$.20	\$.25	\$.75
June Marguerite. Not so large but earlier.....	.25		.75
Mayfield Giant. Large snow white.....	.25		.75
Conqueror. Giant-flowered White.....	.20	.30	1.00
Double Fringed White (Diener's). From originator's stock. When well grown this is highly attractive.....	.50		
Shasta "Alaska." We offer a superior strain of American grown seed of this valuable cut flower.....	.25	.30	1.00

DELPHINIUM.

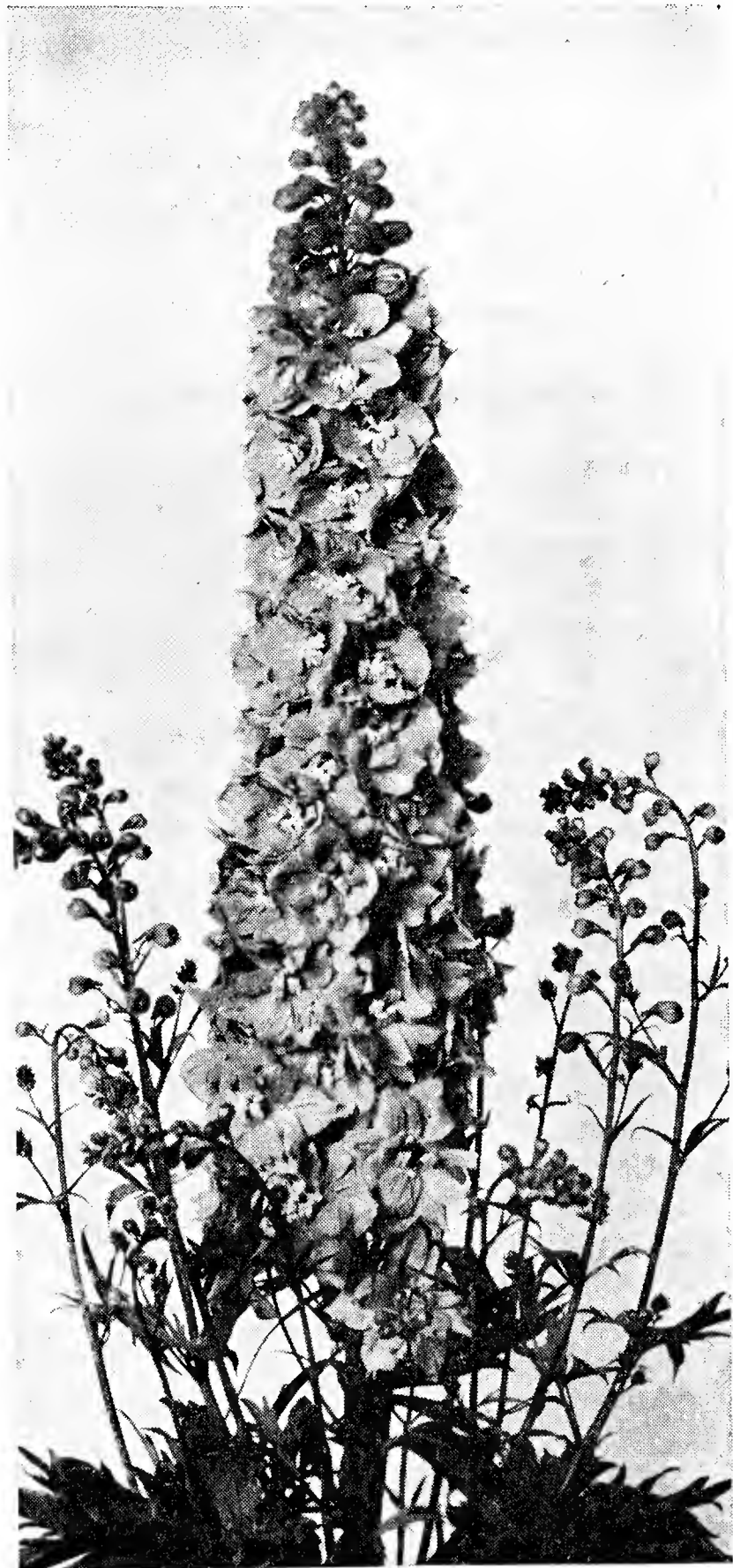
Belladonna Improved. Choice light blue.. 1 lb., \$25.00	.35	1.75	
Belladonna Regular.....	.25	1.65	
Bellamosum. Dark blue.....	.40	1.75	

The above are the standard cut flower class.

Blackmore and Langdon Strain. Colors from light to dark blue; extra heavy flower spikes and large flowers. Generally considered the finest hybrid strain. We have a choice stock.....

	.50	.90	3.50
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Hollyhock Wrexham Strain. Another fine hybrid strain. Extra long tapering spikes.	.75	1.50	5.00
Gold Medal Hybrids.....	.25		1.00
Iceberg (new). The finest clear white.....	.50	2.50	



Delphinium — Hollyhock or Wrexham Strain.



"FLOWER SEEDS FOR FLORISTS"

PERENNIALS AND BIENNIALS (Continued)

	Tr. Pkt.	1/4 oz.	1 oz.
DIANTHUS.			
Deltoides, Maiden's Pink. Rosy Magenta.....	\$.25	\$.50	\$1.50
Deltoides, Brilliant. Bright crimson.....	.25	.50	1.50
DICTAMNUS. Fraxinella. Pink, 30 inches.....	.25	.40	1.25
DIELYTRA. Spectabilis. (Bleeding Heart). Seedlings flower second year....	.50	1.25	4.00
DIGITALIS. (Foxglove).			
Giant Shirley Hybrids. A splendid giant-flowered mixture, 3-5 feet...	.15		.50
Gloxinioides. Spotted flowers 4 feet. Following are the separate colors: Purple, Rose, White, each.....	.20		.50
Gloxinioides Mixed.....	.15		.40
DORONICUM. Caucasicum. Yellow, 2 feet.....	1.00		
FORGET-ME-NOT (Myosotis).			
Stricta Grandiflora. Royal blue.....	.25	.50	1.75
Palustris. (Swamp Forget-me-not). Blue.....	.25	.50	1.50
For forcing varieties, see Page 15.			
GAILLARDIA. Grandiflora.			
Portola Hybrids.....	.25	.50	1.50
The Dazzler.....	.25	.40	1.25
GEUM.			
Lady Stratheden. Golden yellow.....	.40	.60	2.00
Borisii. Brilliant scarlet.....	.50	1.25	4.00
GYPSOPHILA.			
Paniculata. (Double Snow White). 30-40% true double.....	.50	1.25	4.00
Single White.....	.15		.40
Pacifica (new). Small pink flowers.....	.50	1.00	
HELIANTHEMUM. Mutabile (Rock Rose) Dwarf evergreen, 8-10 inches..	.25		.75
HEUCHERA. Sanguinea, Crimson. 30 inches.....	.50	1.25	4.00
HOLLYHOCK.			
Newport Pink. Double; a rich shade of pure pink.....	.25	.40	1.25
Chater's Double Strain: Chamois, Deep Rose, Sulphur Yellow, each....	.25	.40	1.25
Alameda Pink. Allegheny type, light pink.....	.25	.35	1.00
Allegheny Mixed.....	.15		.50
Imperator. Extra large, 6 inches. Ranges from delicate pink to salmon-cerise. We offer an improved stock of this fine variety.....	.25	.50	1.60
LATHYRUS. Latifolia. Perennial Sweet Pea. Pink Beauty, White Pearl, Mixed15		.50
LIATRIS.			
Pycnostachya. Purple, 4 feet.....	.20	.30	1.00
Spicata. Blazing star, 2 feet.....	.25	.40	1.50
LILIUM. Regale. Regal Lily. Pink with yellow.....	.20		.50
Philippinense Formosanum — See Page 26.			
LOBELIA. Cardinalis. (Cardinal Flower). Scarlet, 36 inches.....	.50	1.25	4.00
LUNARIA. Biennis. (Honesty).			
Alba.....	.20		.65
Crimson.....	.15		.75
Mixed.....	.15		.65
LUPINUS. Polyphyllus. Hardy Lupines.			
Blue, White, Rose15		.30
Chocolate Soldier. Yellow, shaded chocolate.....	.35	.80	3.00
Harkness New Hybrids. Choice art shades.....	.20		.65
Luteus. Varying yellow shades.....	.25	.50	1.50

PERENNIALS AND BIENNIALS (Continued)

	Tr. Pkt.	1/4 oz.	1 oz.
LYCHNIS.			
Alpina. Rose, 12 inches, for rock gardens.....	\$.50		
Chalcedonica. Scarlet, 36 inches.....	.15		\$.50
MATRICARIA.			
All-double White. Our stock of All-double White is of the imbricated or fully double type. Flowers are freely produced and about half the size of Feverfew from cuttings.....	.25	\$1.00	3.00
Capensis Alba. Feverfew.....	.20		.50
Golden Ball. Yellow disc. 8 inches.....	.25	.50	1.60
MYOSOTIS. See Forget-me-not in annual and perennial pages.			
NEPETA. Mussini. Lavender blue, for rock gardens.....	.35	.60	2.00
PENTSTEMON. Gloxinioides. "Sensation." Finest mixture.....	.35	.80	2.75
PHYSALIS. Franchetti. Chinese lantern plant.....	.25		.75
PLATYCODON.			
Grandiflora, Blue. Early flowering, 28 inches.....	.25	.40	1.50
Grandiflora Album. White, 28 inches.....	.25	.40	1.40
POPPY.			
Oriente Brilliant, 40 inches.....	.25	.50	1.50
Beauty of Livermere. Oxblood, 3 feet.....	.35	.75	2.75
Mixed.....	.25	.35	1.00
See Annual Pages for other Perennial Poppies.			
PRIMULA.			
Veris Grandiflora. Mixed, 12 inches..... 1/8 oz., \$1.00....	.50		6.00
Veris Giant Munstead Strain. Extra large yellow and white. 12 inches..... 1/8 oz., \$1.00....	.75		
Vulgaris. (Yellow English Primrose). Excelsior Strain, 6 inches.....	.40	.80	3.00
Note: Primula seed germinate very slowly.			
PYRETHRUM. Useful and profitable for outdoor cutting. We particularly recommend our strain of Roseum, semi-double mixed, about 35-40% coming semi-double.			
Parmicaeflorum. Silvery White, 6 inches..... 1/16 oz., \$1.50....	.50		
Uliginosum. Single, white, 4 feet.....	.40	1.00	3.25
Roseum. Semi-double mixed. Valuable for cutting.....	.50	1.50	4.50
Roseum. Single Mixed.....	.25	.40	1.25
Kelway's Dark Red Strain. Varies some.....	.50	.90	3.00
SAPONARIA. Ocymoides. Pink trailing, 12 inches.....	.20		.60
SCABIOSA.			
Caucasica House Hybrids. Best of the lavender strains.....	.50	.90	3.00
Caucasica Lilac Lavender.....	.40	.60	2.00
Columbaria Pink.....	.40	.65	2.00
Columbaria Lavender.....	.35	.65	2.00
SEDUM. Acre. (Golden Moss). 3 inches..... 1/8 oz., 75c....	.35		
SEMPERVIVUM. Perennial Mixed.....	.75		
STATICE. The following are valuable perennials for cutting.			
Perezii. Violet blue, tall, flowers first season.....	.25	.40	1.50
Caspia. Soft lilac.....	.40	.60	2.00
Latifolia. Blue, largely used for drying.....	.25	.35	1.00
Dumosa. Silvery gray, fine for rock gardens, 12 inches.....	.25	.75	2.50
Incana Tatarica. Small white, best for drying.....	.20		.50
TROLLIUS. Ledebouri. Orange, 2 feet. Seed must be frozen over winter to germinate.....	.50	1.25	4.00
TUNICA. Saxifraga. Lilac rose, early flowering, 10 inches.....	.15		.60
VERONICA.			
Longifolia. Compact, blue flowers, 30 inches.....	.25	.35	1.25
Repens. White with light blue, very early trailing.....	.40	.80	3.00



"FLOWER SEEDS FOR FLORISTS"

Paper White Narcissus Grandiflora Bulbs



After considerable negotiation the past season, we have definitely arranged for a practically unlimited supply of Paperwhites from a source that we consider second to none for first quality forcing bulbs. We feel every confidence in recommending this stock to you under our slogan of "ALL THE BEST" and, as you will note below, we GUARANTEE THESE BULBS TO BLOOM under the terms given. The fact that they are easily flowered during December and January, when flower production is at its lowest ebb, gives distinct value to this very easily forced item. While they are most easily grown, a few points on handling the American grown product should be noted. Do not plant until October 1. They do not require dark cold storage for root formation, though a good plan is to plant close in flats and store in an outdoor frame. If moved indoors November 15 into a Carnation house temperature they flower for Christmas. Paperwhites can be planted up to mid-February between many other small crops and will flower in 6 weeks. In this way they use no extra space. They will not stand freezing and do not require an enriched soil but enjoy free watering as they get into growth. In moderate quantities Paperwhites can be profitably handled by any retail grower.

Florist Forcing grade, 13/16 ctm.

Bulbs packed 1000 to the case.

GUARANTEED TO BLOOM, Invoices payable April 1, 1935, after they bloom.

\$12.00 per 1000 in 1000 lots

11.00 per 1000 in 5000 lots

10.00 per 1000 in 10000 lots

All quotations are made subject to crop.

SERVICE

The prosperity of our industry depends on the quality, attractiveness and variety of our product. Inferior stock not only hurts the grower directly, but is a reflection on the business at large, which means all of us. Usually such stock is the result of lack of information, — or service. With the backing of our experience, we try to supply this need to users of our seed, believing it to be a service they are entitled to. Besides supplying circulars gratis on various crops, we regularly issue the

"BALL RED BOOK" (By Geo. J. Ball.)

The second, or 1933, edition has been enlarged and covers a greater variety of subjects. It supplies detailed information on the construction of cloth houses, with suggestions on various crops that can be grown to advantage under their protection, particularly Asters. We have tried to increase the worth of this second edition, and we feel sure that it will maintain our policy of giving full value in all our dealings. Mailed postpaid for 20¢.

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A cloth bound book of 210 pages freely illustrated and covering in detail the growing of Winter-flowering Peas under glass. A chapter is devoted to the possibilities of the late-flowering type. Another to the Miscellaneous Crops grown to advantage with Peas. "Better Sweet Peas" is the only American book on this subject. Sent postpaid for \$1.00.

COMPLIMENTARY BULLETINS

The following complimentary bulletins, written by Geo. J. Ball, cover the practical growing details of the crops treated, and they may offer you suggestions:

No. 1	Calendula	No. 4	Seed Germination	No. 7	Asters
No. 2	Snapdragons	No. 5	Summer Peas	No. 8	Zinnias
No. 3	Winter Peas	No. 6	Stocks	No. 9	Petunias



Geo Ball

WEST CHICAGO, ILL.

U.S.A.

Our strain of
Silvery-Lilac
Pictured

**"BALL
(NON-BRANCHING)
STOCKS"**

Fine stiff stems, long
flower spikes and extra
large flowers explain the
increasing demand for our
strains of non-branching stocks.
Our list covers all the really non-
lateral varieties available. Thru
many single plant selections we are
truing up new colors and we hope to soon
have several to offer in this valuable class.